

Chemist & Druggist

7 July 1973 THE NEWSWEEKLY FOR PHARMACY

a new deal! for you

Anusol cream is a new elegant preparation especially formulated to treat external piles and anal pruritus. It is the only cream available for you to recommend to your customers who are troubled by these conditions.

for your customers

Anusol cream combines the soothing, astringent and emollient properties of the Anusol formulation with the modern benefits of a non-greasy cream. Because Anusol cream is readily adsorbed onto the skin it will not stain clothes and will therefore be cosmetically acceptable to your customers.

anusol cream

a new deal for pruritus and piles

Each 100G. Anusol Cream contains Benzyl benzoate B.P. 1.20G., Bismuth oxide 2.14G., Balsam Peru B.P.C. 1.80G., Zinc oxide B.P. 10.75G. and Resorcinol B.P. 0.875G. Supplied in tubes of 23G. 'Anusol' is a registered trademark. Product Licence No 0019/0040. Further information on request.

William R Warner & Co Ltd, Eastleigh, Hampshire.
Tel: Eastleigh 3131.

a chemist only product



**Department
calls for
digoxin data**

**ASTMS
assurances
to Guild**

How to sell Maws Toilet Lanoline Cream to a girl who's only interested in a beach towel.

Anyone who buys a tube or a jar of Maws Toilet Lanoline Cream this summer will get a £2.75 Osman beach towel thrown in for £1.95.

You don't have to stock any

beach towels – or sell any.

Your Maws representative will supply you with a new display merchandiser which incorporates a show card on the beach towel

promotion and provide you with customer leaflets.

For stock and bonus details telephone 01-440 6521.



Editor Arthur Wright, FPS, DBA

Deputy Editor R. E. Salmon, MPS

Markets Editor W. S. Bowman, MPS, MIPharmM

Technical Editors Adrienne de Mont, B Pharm, MPS, K. F. Preece, BSc, MPS

Beauty Products Editor Hélène de Klerk

Information Services I. H. Cotgrove

Price List Mary Mackintosh

Advertisement Manager James Lear

Advertisement Executives

J. Foster-Firth, MPS

John Thelwell

Production K. Harman

Contents ©

Benn»

Official organ of the Pharmaceutical Society of Ireland and of the Pharmaceutical Society of Northern Ireland

Contents

Department asks makers for digoxin data	6
FDA proposes deodorants warning	7
The Xrayser column: 25 years	8
Zimmermann and Hobbs to merge	10
Comment □ Keeping abreast	17
Roche—another week's grace for prices	18
The franchise system in pharmacy	19
Hospital pharmacy forum: Participation	22
ASTMS assurances to Guild	22

Appointments 10	Packaging 22
Books 17	People 8
Business Briefly 10	Post Scripts 17
Coming Events 24	Prescription Specialities 12
Company News 10	Promotions 15
Market News 24	Sport 24
New Officers 24	Trade News 12
New Products 11	Westminster Report 10
News in Brief 8	Classified advertisements 25

Published every Saturday by Benn Brothers Ltd,
25 New Street Square, London EC4A 3JA (01-353 3212) Telex 27844

Subscription Department, Lyon Tower, 125 High Street,
Colliers Wood London SW19 (01-542 8575)

Midlands office
240-244 Stratford Road
Shirley, Solihull, Warwickshire
021-744 4427

Scottish office
74 Drymen Road
Bearsden, Glasgow
041-942 2315

North East office
Permanent House
The Headrow, Leeds LS1 8DF
0532 22841

North West office
491 Chester Road
Old Trafford, Manchester M16 9HF
061-872 5151

Subscription Home and Overseas £10 pa
£0.30 per copy (including postage)

Member Audit Bureau
of Circulations



A pharmacist elected to the new Northern Ireland Assembly (see p8).

The Dietade Range of high quality Ready Meals consists of:

Turkey Italian Style - Turkey in a special tomato sauce with garden peas and pasta shells (less than 280 calories).

Chicken Fricassee - Chicken in a rich sauce with mixed vegetables and mushrooms (less than 230 calories).

Lamb Ragout
spiced gravy with
toes, peas and b
(less than 250 cal)



Dietade calorie con

Appleford Limited have developed the new Dietade range of foods to make it possible for those who need to follow a controlled diet or wanting to slim to be able to do so yet eat well and enjoy really good food. Each meal is packed in a convenient rip-top can and only requires heating to be ready to serve. Every pack carries a Typical Analysis declaring the typical calorie, carbohydrate, protein and fat content. Dietade meals are not made with special starch-reduced ingredients, no essential nutrients are removed; no 'fillers' are added - the secret lies in the quality of the food and the control during preparation.

The Dietade range also includes Low Calorie Soups, low in carbohydrate and starch and containing no sucrose - ideal, therefore, for diabetics and slimmers.

The following Dietade canned fruits in fruit sugar are sucrose free and are lower in calories than normal fruits in syrup and are available in 8 oz. cans: Apricots, Peaches, Pears, Pineapple, Fruit Salad.

and available soon:

Chicken Curry - Chicken in curry sauce with pineapple, sultanas, mixed nuts and apple, with optional rice.

Goulash Hungarian Style

- Beef steak in goulash sauce with new potatoes and sweet corn (less than 300 calories).

Boeuf Bourguignonne
- Beef steak in burgundy sauce with peas, mushrooms and onions.



rolled ready meals

Dietade Desserts are both sugar and starch free and come in $\frac{1}{2}$ oz. sachets (to make 1 pint of dessert) with Blackcurrant, Butterscotch, Chocolate, Lemon, Orange, Raspberry and Strawberry flavours.

There are Dietade Conserves (Apricot, Black Cherry, Black Grape Jelly and Marmalade with peel) all sucrose free and low in calories and Dietade Fruit sugar, which being sweeter than ordinary sugar goes further with a resulting lower calorie intake.

Dietade

COMPLETE MEALS FOR SIMPLE WEIGHT CONTROL

For full information contact:

APPLEFORD LIMITED, COLNBROOK, BUCKS SL3 0AB. Phone Colnbrook (028 12) 2331.

Department asks makers for digoxin tablet data

The Department of Health has written to all manufacturers of digoxin tablets asking them to supply information concerning their manufacturing procedures.

The licensing authority, engaged in reviewing product licences for digoxin tablets, require the following information: Three copies of analytical figures obtained on applying the BP uniformity of content test for digoxin tablets to the first 6 consecutive batches of tablets released for sale in the UK after January 31; a statement of whether or not any changes have been made in the tablet manufacture since the firm's application for the product licence; any information concerning dissolution and bioavailability of the digoxin tablets not already supplied to the authority.

Each manufacturer must supply 100 digoxin tablets of each batch for which details of the uniformity of content test are submitted and payment will be made accordingly.

Any manufacturer of digoxin tablets who has not received the request for information is asked to contact the Department.

All correspondence should be addressed to Mr J. H. Oakley, Department of Health, Medicines Division, Finsbury Square House, 33 Finsbury Square, London EC2A 1PP.

Investigators at Wellcome Research Laboratories have found a strong correlation between the dissolution rate of digoxin tablets *in vitro* and the bioavailability of digoxin. In this week's *Lancet* they recommend that a minimal acceptable level of dissolution-rate be established for the tablets.

Chemists' May sales up on trade generally

Chemists and photographic retailers' sales for May were 16 per cent up on 1972 against an increase for all kinds of retailers of 11 per cent. The Department of Trade's index also shows that independent chemists' figures rose by 13 per cent, although independent businesses generally improved by only 7 per cent.

The index for all chemists is now 169 and for independent chemists 152 (100 in 1966). Figures for multiples are not available, and NHS receipts are not used in the calculations.

Committee to fight for US pharmacy viability

A committee to help to improve the economic welfare of pharmacies and pharmacists has been set up in the United States.

The American Pharmaceutical Association and the National Association of Retail Druggists, concerned with the economic

distress of American pharmacies, have jointly formed the Committee on Pharmacy Economic Security (COPES).

The purpose of COPES will be to identify courses of action that APhA and NARD may pursue to help pharmacists gain a reasonable return on their educational, professional and capital investments. "Those pharmacists who have invested capital to ensure the convenience and availability of pharmaceutical service in the neighbourhoods of urban communities and on main streets in rural towns must have a fair return just as much as do the investors in drug manufacturing, hospitals, clinics, extended care facilities and nursing homes," say COPES.

Infant-feeding practices criticised again

Over a quarter of mothers questioned in a survey conducted by Dr R. K. Oates, senior paediatric registrar, St Mary's Hospital, London, changed to a different milk preparation in the first 2 weeks of their baby's life.

According to the report in last week's *British Medical Journal*, reasons for changing were usually vague or suggested a feeding difficulty. The author feels that it is not usually necessary to change from one dried milk to another.

Of those mothers using dried milk preparations, 22 per cent were preparing an over-concentrated formula. Manufacturers should give illustrated, step by step directions for reconstitution on the packet and should replace the statement that 1 fl oz equals two tablespoons with a recommendation that quantities should be measured accurately in a measuring jug, he said.

More than half the mothers poured boiling water onto the milk, a procedure likely to destroy added vitamin C.

The most common age for starting solids was between 3-4 weeks, the earliest age being 2 days. Dr Oates concluded that despite the evidence that adult obesity starts in the first year of life, the tendency to early feeding with cereals and mixed infant foods, resulting in excessive weight gain, was widespread.

Twelve break-ins in two years

A 12-year-old boy claimed he was breaking into a pharmacy so as to hand any dangerous tablets over to the police.

Two charges against the boy of entering the shop in Silverdale, Newcastle-under-Lyme, with intent to steal and using a screwdriver, hacksaw and knife for that purpose, were dismissed by the local juvenile court. The boy denied the offences,

saying he thought the shop was derelict. It has since been demolished.

The owner, Mr W. P. Richards, Chester Crescent, Westlands, Newcastle-under-Lyme, said this was the last in a series of about 12 break-ins over the past two years. Although the shop was under demolition order, Mr Richards was still in business until March when he sold the stock to other chemists. He was entering by the back gate (which had previously been stolen) when he saw the boy standing against the window with a screwdriver in his hand.

PATA successes

The Proprietary Articles Trade Association investigated 367 cases of price-cutting during 1972, according to the annual report. As a result, 240 prices were adjusted in accordance with the manufacturers' price conditions.

NPU elections change?

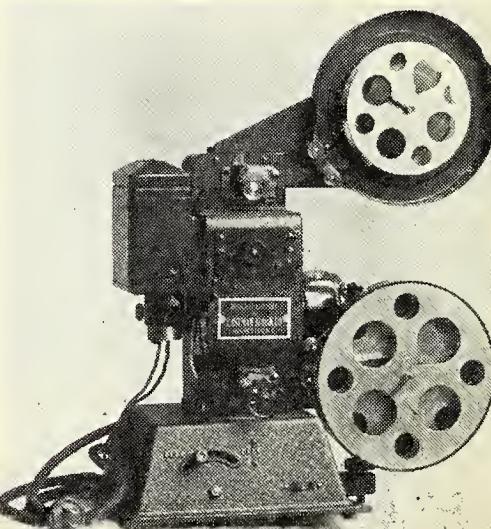
The next Executive of the National Pharmaceutical Union—that to be elected in 1974—will hold office for an extra year, if a motion to that effect is approved at the annual meeting on July 24.

The aim is to avoid electoral problems that will arise through the review of NPU areas necessitated by the NHS reorganisation and Parliamentary boundary changes. It is also necessary to avoid a clash with the new timetable for election of local Health Services Committees.

C & E revise VAT notice

The new edition of Customs & Excise Notice No 701, circulated on July 2, includes the changes announced by the Chancellor of the Exchequer in his 1973 Budget and those made by Order before April 1. The revised edition entitled Scope and Coverage, supersedes Notice No 701 dated August 1972, Notice No 747 (VAT: Zero-rating of food) (March 1973) and pages 14 and 15 of VAT Notices: Amendment Leaflet No 1 (March 1973).

Kodak Ltd have just celebrated the golden anniversary of amateur home movies. In June 1923 they introduced the first practical camera and projector package which utilised a reversal black-and-white 16mm film on a safety base. Previously a movie required both a negative and a print, this being prohibitively costly.



FDA propose deodorants warning

The Food and Drug Administration has proposed a mandatory warning on all labels for feminine deodorant sprays.

The warning reads: "CAUTION—For external use only. Spray at least 8 inches from skin. Use sparingly and not more than once daily to avoid irritation. Do not use this product with a sanitary napkin. Do not apply to broken, irritated, or itching skin. Persistent or unusual odour may indicate the presence of a condition for which a physician should be consulted. If a rash, irritation, unusual vaginal discharge, or discomfort develops, discontinue use immediately and consult physician."

FDA knows of no medicinal or hygienic benefits derived from these sprays and under the proposed regulation will consider misbranded any feminine deodorant spray which uses the word "hygiene", "hygienic" or similar words implying medical usefulness.

FDA acted on the basis of adverse reaction reports from physicians and consumers complaining of itching, burning, and blistering after use of these sprays. In some cases urethritis and cystitis have been reported after the first irritation or rash.

Although FDA judges that the reported reactions are not sufficient to justify removal of the products from the market, they are considered sufficient to warrant the proposed mandatory label warnings. Sixty days will be allowed for industry and public comment.

Pharmacists take part in homoeopathic congress

Pharmacists, dentists, vets and over 300 doctors from 19 countries attended the 28th International Homoeopathic Congress held recently in Vienna. Papers on a wide variety of aspects of homoeopathy were given and Dr Robert Seitschek, the Congress President, stressed the need for co-operation with other branches of medicine and science.

The International Committee of homoeopathic pharmacists met during the Congress to hear their President, Dr H. Boiron, Paris, detail the main provisions likely to be implemented in the EEC concerning the manufacture, sale and supply of homoeopathic products. He suggested that the single, simple, traditional homoeopathic preparations would be subject to special relaxation of regulations, which would not necessarily be the case for homoeopathic medicaments, either single or mixed, made up with recommendations for treatment. Arrangements concerning sale and supply of homoeopathic medicines varied from country to country, but common to virtually all countries was the fact that homoeopathic preparations were classed as

Part of Parke, Davis & Co's Pontypool headquarters which has received the RIBA architectural award for Wales for 1973. Existing woodland was preserved and extended in a landscaping scheme which permitted relative seclusion of a major industrial plant (story below).



medicines, and were sold only from pharmacies.

Dr Boiron, who was elected President for a further year, said that the agreed definition of homoeopathic medicines had been submitted to the appropriate department of the Commission at Brussels.

UK aerosol production

The production curve of hair-sprays and dressings packed in aerosol form would seem to have levelled out in 1972. After rapid growth since 1968 when the number of units of such aerosols filled by members of the British Aerosol Manufacturers' Association totalled 66.8m the number rose to 68.5m in 1969, to 89.8m in 1970 and to 105.9m in 1971. The total for 1972 is put at less than a million higher at 106.3m. The Association estimates total UK aerosol fillings of hair sprays in 1972 at 117m against 116m in 1971. Other estimates for 1972 are air fresheners 23m, perfumes 16m, personal deodorants 53m, shaving lather 11m (down 1m on 1971) and medicinal and pharmaceuticals 11m.

'Script' collection scheme

The London borough of Greenwich has presented an interim report to the Inner London Executive Council on a prescription collection and delivery scheme being carried out on the Horn Park Estate, London SE12.

During the first three months of the service, which started on November 1, 1972, the numbers of prescriptions processed were 93, 83 and 107 respectively, at an administrative cost of £250, exclusive of any allocation for accommodation.

London LPC's to meet Department officials

Local Pharmaceutical Committees in Greater London have been invited to a meeting with Department of Health officials to discuss NHS reorganisation plans for the capital. That information was given to Mr Laurie Pavitt in the Commons on Tuesday, following a question about Middlesex LPC's concern about the setting up of separate contractor committees for each area (C&D June 23, p814). The Central NHS (Chemist Contractors) Committee has also been invited to the meeting.

PD & Co's Pontypool home receives architecture award

The Pontypool headquarters of Parke, Davis in the UK, which was commissioned about two years ago have received the Royal Institute of British Architects' architecture award for Wales 1973. This is one of only seven awards made this year by the RIBA throughout the UK.

The jury reports: "The building which has an open quality about it is an agreeable building. It was most noticeable that people work happily in it; an example of architects providing a good environment for good management to exploit. The clients are 'very pleased' with the building—their words—and our impression is that it is also accepted by the public at large."

The project was commissioned in June 1969 and completed in November of 1971 at an approximate cost of £3m.

Go-ahead for Lambeth headquarters

The Greater London Council has granted planning permission to the Pharmaceutical Society for the new five-floor headquarters building in Lambeth. Construction is expected to begin at the end of the year.

Irish News

Important meeting for pharmacists

All Irish pharmacists are being requested to attend a meeting of the Eastern Regional Pharmacists' Association in the Four Courts Hotel, Dublin, on July 11, at 8 pm, when matters of vital concern affecting the profession will be under consideration.

Among the topics will be the progress to-date in the completion of the economic survey when the need for all pharmacists to fill in the necessary details and return the forms immediately will be stressed. Also under discussion will be an up-to-date report on the Pharmaceutical Union, and the effects of membership of the EEC on Irish pharmacy will be fully explained. A report on the working of the general medical services' scheme will also be submitted.

People



Mr J. B. Thompson, director, Budgen and Parr Ltd, Bournemouth, who has been appointed deputy secretary of the Institute of Pharmacy Management as from July 1.

Mr. R. V. Campbell, MPSNI, Bangor, co Down, a former mayor of the town, was elected to the new assembly of Northern Ireland in the PR Election held on June 28. (See portrait on page 3).

Deaths

Wellwood: On June 25, Mr Joseph Wellwood, MPSNI, 234 Saintfield Road, Belfast, Mr Wellwood registered as a pharmaceutical chemist in 1912. He was a partner in the firm of Craig and Wellwood, Londonderry, before opening a pharmacy at 279 York Street, Belfast, where he carried on business for nearly 50 years until recent redevelopment forced him into semi-retirement.

News in brief

□ Smith Kline & French Foundation last year distributed £20,020 mainly for the purchase of equipment by educational centres in Gt Britain.

□ A medicine collection and delivery service for Locharbriggs, Dumfries, has been approved by the Rural Areas Committee of the Pharmaceutical Society's Scottish Executive for a trial period of nine weeks.

□ The World Health Statistics Annual, Volume 3, contains data on the number of personnel in 22 health occupations in 198 countries as well as the ratios of pharmacists to the countries' populations.

□ A new international standard for test sieving is available from the British Standard Institution, 101 Pentonville Road, London N1. The 11 page booklet specifies general principles to be followed concerning apparatus, procedure and presentation of results.

Topical reflections

BY XRAYSER

25 Years

I read with considerable interest the article containing the personal views of Mr W. C. D. Bain on the future of the private chemist contractor in the NHS (pp862-3). There may be justification for his statement that the Act contained the seeds of our own destruction because of the fact that our professional services were bound up with one customer—the State—and that our negotiators should have realised that and made provision accordingly.

It was not an easy time, for there were diametrically opposite points of view and many interests had to be placated. There was, following the war, a strong feeling that health care could no longer be left to chance or to a form of rationing by purse, and there were strong pressures on the politicians of whatever colour.

Pharmaceutically it seemed to me that, to some extent, the campaign was being conducted in a manner not unlike that in the military sphere, wherein the war was fought on the lines of the preceding one. It was not sufficiently appreciated that here was something new and comprehensive, and not merely an extension of the machinery of 1912. In consequence, many of our leaders approached the matter with narrowed horizons and were not readily receptive of new ideas. That was perhaps understandable in that the series of campaigns fought over the years had been skirmishes with limited objectives, and small gains were regarded by many as great successes.

Attempts by some younger members to involve the pharmacist as a professional man, regardless of where or how he employed those services, were regarded with suspicion, and the view prevailed that only those who had capital involvement monetarily were in a position to negotiate. The fact that the Health Service could not operate without the capital invested in a professional qualification was not recognised, and the position has not been altered by the vast increase in bodies corporate and the growth in numbers of the qualified employee. It also appeared to me that the convenience or needs of the consumer were not adequately recognised, and that is still evident.

I appreciate Mr Bain's concern over superannuation, but a properly organised system would not marry easily into a profession which continues to try to compete, on similar terms, with the supermarket.

Leather armchair

Mr Bain recognises that changes have taken place in the outlook of the younger doctor who is now taking the place of those who were established in 1948 and have now reached retirement age. I well remember a physician who thought that a comfortable armchair and a club atmosphere constituted ideal surroundings for general practice. The idea of working in some form of group practice was an anathema to him.

In recent times the pattern has changed and the young doctor has no objection to working in conjunction with his colleagues in a bright and carefully designed building. The convenience of the consumer may not come first, but the fact is that there is a move toward team work under good working conditions, and nursing and secretarial assistance are at hand. The dentist, also, is able to work in conjunction with his medical colleagues.

Missing, in most cases, from the set-up is the pharmacist, who has much to give in a professional sense, but whose involvement is adjacent and depends not so much on planning as in stealing a march. How long can pharmacy remain detached? The young graduate may hold the key, just as the young doctor has grasped it from the depths of a leather armchair.

If this doesn't make your customers buy the Schick Injector Razor, nothing will.



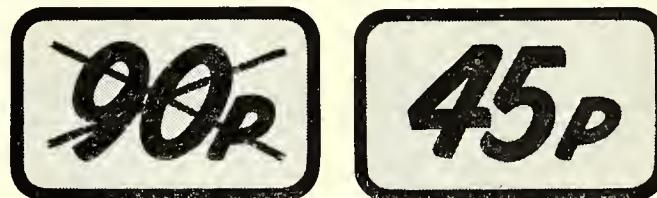
Look who's helping you sell the Schick Injector. The persuasive Mr. Bond. In 'Live and Let Die', his latest film, Bond uses a Schick. And we're using him on some equally persuasive display material to tell everyone that very thing.



A free book. A free poster.

Not being ones to let a good opportunity go by, we're giving away a free paperback of the film and a giant poster featuring James Bond with each razor. They're worth £1.00. All your customers pay is 15p postage and packing. You, the retailer, get the book free, with every pre-packed display shipper of six razors.

Our half-price offer.



There's an old salesman's maxim, 'You can't beat a cut-price offer'. We can. How about a half-price offer? 45p instead of 90p.

Ten blades instead of five.



We've halved the price. What more can we do? Answer: double the number of blades. Each new pack contains ten instead of five.

A brand new pack.



'Eye-catching.' 'Handsome' and 'stylish'. That's a few of the ways our new pack has been described. It's in suave black with a dashing green and red stripe. We missed out one description. It has sales appeal.

Need we say more?

You're probably expecting us to start reminding you to stock up immediately. We don't think we have to. Do you?

Company News

Zimmermann and Hobbs to merge

The boards of Chas Zimmermann & Co Ltd, and W. H. Hobbs & Co Ltd, have completed arrangements to effect a merger of the two companies. For the time being they will continue to operate from their existing premises, although in due course it is planned to move the business of W. H. Hobbs to Chas Zimmermann's new premises at Milton Keynes. The operations of the two companies are to be integrated under the present management with no redundancies amongst either sales or executive personnel.

As a result of the merger the association of W. H. Hobbs with Maschmeijer Aromatics of Amsterdam and London is to be amicably terminated.

Napp acquire Coates & Cooper

Coates & Cooper and their associate, Priory Laboratories Ltd, have been acquired by Napp Laboratories Ltd. The joint managing directors, Mr G. A. Coates, and Mr G. W. Brownlee will be retiring. The staff of the companies are remaining. Business will continue to operate from Pyramid Works, West Drayton, Middlesex.

Beecham's chairman on cost of clinical trials

Over the past five years total world sales of Beecham Group Ltd have increased from £115.5m to £259.8m and trading profit from £20.7m to £48.5m, states Sir Ronald Edwards, chairman, in his report accompanying the accounts for the year ended March 31.

In discussing the marketing of one of the Group's pharmaceuticals, Amoxil, he says "Establishing the safety and effectiveness of new compounds is an expensive

business. Total cost of clinical trials by the time they have been completed will be £1m, the lion's share will have been spent in the US."

Odex Racasan profits

Odex Racasan Ltd had a group profit of £494,135 before tax for the last financial year, an increase of 22.7 per cent. At £3.7m group sales were up by 11.9 per cent. The Peter Downey (Hygiene) Ltd subsidiary raised its profits before tax by 43.3 per cent over 1971/72. Dividend 9.1975p (8.75p).

Briefly

Imperial Chemical Industries Ltd: The chairman, Mr Jack Callard, announced in Frankfurt on July 3, that ICI was applying for its ordinary stock to be officially quoted on five more European stock exchanges—Frankfurt, Luxembourg, Milan, Oslo and Vienna. In addition to London, ICI's ordinary stock is already quoted on eight other Continental European stock exchanges.

Wilkinson Sword Ltd: The Monopolies Commission is to investigate the proposed take over of Wilkinson Sword by British Match Corporation (C&D, June 2, p720).

Appointments

Central N.H.S. (Chemist Contractors) Committee: Mr M. D. Brining, MA, FCA, has been appointed to the staff as consultant accountant. During the past seven years, in addition to other varied assignments, Mr Brining has worked extensively for the Committee. In his new role at

Dr D. C. Quantock (right), recently appointed medical director of the association of the British Pharmaceutical Industry, visited the UK headquarters of the Wellcome medical division in Berkhamsted, Herts, last week. Dr Quantock is shown here with the general manager of the medical division, Mr W. L. Jeffrey.



Mallinson House, he will undertake additional duties for the NPU organisations.

Jackel & Co Ltd have made the following promotions and appointments; Mr A. Armstrong, South-west area supervisor, additionally appointed national sales trainer; Mr I. Vokes, area supervisor, South-west of England; Mr M. Smith, representative, Lancashire area; Mr G. Lord, West Yorkshire and East Lancashire and Mr M. Wilkinson, North and East London, and the Northern Home Counties. In the toiletries division Mr P. Lewis will cover Surrey and Middlesex area; Mr A. Thurston, MPS, Sussex and Hampshire; and Mr M. Pidgeon, North London and Essex.

Pharmacia (Great Britain) Ltd have appointed Mr P. J. Lee marketing manager in charge of pharmaceutical operations. He retains responsibility for the marketing of Pharmacia's range of diagnostics and services. Also appointed in the pharmaceutical division are: Mr F. Radcliffe, field sales manager; Mr R. Steele, Northern region supervisor; and Mr P. Morris becomes Regional Supervisor, Ireland. D. J. W. Speight has been appointed to the diagnostic division.

Westminster report

Colour requirements—'no advantage'

"I see no advantage in introducing colour requirements solely to distinguish 'dangerous' medicines as a class from others," said Mr Michael Alison, Under Secretary, Social Services, in the Commons last week. He was replying to a question from Mr Greville Janner who asked whether such action would be taken in view of the decision in the Smith Kline and French Laboratories Ltd and Sterling-Winthrop Group court case (C&D, June 23).

Mr Alison went on to say that the section of the Medicines Act referred to by the judge is concerned with marks that are distinctive of the medicinal product, whereas the legal action related to their use so as to be distinctive of the trader whose products they are.

Child resistant container legislation 'premature'

It is still premature to consider the introduction of legislation on child resistant containers, stated Mr Alison in reply to Mr Greville Janner.

He continued: "The Medicines Commission recently decided to set up a working party to consider matters concerned with the presentation of medicines insofar as they might affect the safety of children and this will include consideration of the British Standards Institution's drafts." He further stated that the BSI conclusions provide only drafts for the development of tests.

Trade News

'Bigger value tubes' for Steradent

Reckitt & Colman, Household Division, Hurst Street, Reddish, Stockport, are changing the two sizes of Steradent tablet tubes to 20 tablets (£0.14½ RSP) and 30 tablets (£0.21 RSP).

Retailers, say the company, should find that the two sizes sell in a ratio of two 30 tubes to every tube of 20.

Makers of disposables

In the article on disposables by Dr A. F. L. Deeson (June 16, p789) it was stated that Goujon Ltd and Undercover Products were the only manufacturers of disposable panties and briefs. These items are, we now understand, also available to chemists from Strentex Fabrics Ltd, Hoddlesden Mills, Darwen, Lancs BB3 3NW.

Calorie controlled meals

Appleford Ltd, Poyle Close, Colnbrook, Slough are introducing a new range of Dietade calorie controlled ready meals (C&D, April 7, p444). The calorie, carbohydrate, protein and fat contents are stated for each meal which is ready to serve on heating and contains less than 300 calories.

Prices per dozen are Chicken Fricassee (£6.0), Goulash Hungarian Style (£6.36), Lamb Ragout (£5.76), Turkey Italian Style (£6.36). Also available are desserts in 7 flavours (£1.80), 5 different varieties of canned fruits (£1.65) and 4 varieties of conserves (from £2.70).

Anzora again available

Lawrence Edwards & Co Ltd, 6 Wellington Close, London W11, have purchased the formula for Anzora hair products formerly marketed by Crookes-Anestan. There are two forms—Viola for dry hair and cream, a non-greasy dressing. The original packaging has been retained and both forms come in a 5oz bottle (£0.25).

Lavender shaker talc

Potter & Moore, Lavender House, Seymour Road, Leyton, London E10 have added a 100g Lavender shaker talc (£0.37) to their English Lavender range. This item replaces their existing Lavender talc.

Additional antibiotic packs

Beecham Research Laboratories, Brentford, Middlesex, are introducing a 25ml size of Penbritin Paediatric Suspension (£0.75). When reconstituted, each 1.25 ml contains 125mg ampicillin which is measured with the pipette provided. Each 2ml supplies a five day course of treatment.

Pyopen is now available as a 6 x 5g vial pack (£1.56).

Urispas supply position

Because of increasing demand for Urispas, Syntex Pharmaceuticals Ltd, St Ives House, Maidenhead, Berks, have experienced diffi-

culties in fulfilling orders rapidly. To improve the situation, Syntex will supply, for an interim period, Urispas tablets which are not overprinted with the brand name. Packs which contain unprinted tablets will include a note to pharmacists, asking them to reassure patients on continuous therapy who may be concerned about the change in the tablets' appearance.

OTC Benylin Paediatric

Parke-Davis & Company, Usk Road, Pontypool, Mon, are introducing a 125ml presentation of Benylin Paediatric (£2.04 per dozen excluding VAT). A bonus of 24 charged as 20 is available until August 31.

Vaccines marketing change

BDH Pharmaceuticals Ltd, Birkbeck Street, London E2 are now marketing the following human vaccines previously marketed by Glaxo Laboratories: Mevilin-L, Tetanus vaccine (PTAH), and Diphtheria and tetanus vaccine (PTAH). During the change over period, these vaccines will be available from usual outlets in the existing Glaxo presentation.

Handling charge on PD goods

From July 9 all orders valued under £50 net (excluding VAT) received by Parke, Davis and Company, Usk Road, Pontypool, Mon, from wholesalers will incur a carriage

and handling charge of £1, and all orders valued under £25 net (excluding VAT) received from retail and hospital pharmacists will incur a charge of 50p.

Explanatory leaflet for new pack

Now that Trufood Babymilk has been rebranded "Cow & Gate Trufood" and packed in a carton, chemists are being issued with leaflets to reassure customers that only the pack and the name have changed. The product remains exactly the same.

Printed in full colour, the four-page folded leaflet carries on the front a photograph of the new carton with the caption, "This is how Trufood looks now". Photographs on the inside pages show the new carton alongside the old familiar Trufood can. Headings "How it was" and "How it is now", coupled with reassuring copy, emphasise the point that only the wrapping and name are different. A message on the back page, headed "Your baby's next step", stresses the nutritional value of Cow & Gate's baby cereals and baby meals.

A self-adhesive, clear plastic wallet to carry a supply of leaflets is also supplied, which can be fixed to a shelf in the baby corner or to the counter so that mothers can help themselves. Available from Cow & Gate Baby Foods, Guildford, Surrey, GU1 4HS.

Prescription specialities

BERKDOPA capsules

Manufacturer Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE

Description Levodopa 250mg and 500mg. White powder in clear capsules marked "BERK 250" and "BERK 500" respectively

Indications, etc As for Berkdopa tablets

Packs 250mg—100 capsules (£1.84, trade); 500mg—100 capsules (£3.59, trade)

Supply restrictions P1, S4B

Issued July 1973

GATINAR syrup

Manufacturer Wander Ltd, 42 Upper Grosvenor Street, London W1X 0AL

Description Clear almost colourless to pale yellow syrup. Each 5ml contains 3.35g lactulose and 1.34g of other sugars (lactose, galactose, tagatose and other ketonic sugars)

Indications Chronic constipation; chronic portal-systemic encephalopathy

Contraindications Gastro-intestinal obstruction; galactosaemia

Dosage Constipation—As 2 to 3 days may elapse before full benefit is obtained, it is important to follow the dosage regimen below. Adults: 15-30ml for first 2 to 3 days (45ml in obstinate cases). Maintenance 10-15ml daily or according to needs. Children: 10-25ml for first 2 to 3 days. Maintenance 5-15ml daily or according to needs.

Portal-systemic encephalopathy—30-50ml three times daily

Precautions Caution during the first trimester of pregnancy

Side effects Mild transient abdominal dis-

tention or cramps and flatulence, which subside after initial stages of treatment, have occasionally been reported. High doses may provoke nausea. This can be minimised by administration with water, fruit juice or food

Storage In a cool place

Dispensing diluent Dilution is not recommended

Packs 200ml (£0.92 trade)

Issued July 1973

TANDACOTE tablets

Manufacturer Geigy Pharmaceuticals, Hurdsfield Industrial Estate, Macclesfield, Cheshire SK10 2LY

Description Pink, sugar-coated, enteric tablet containing oxyphenbutazone 100mg and imprinted 'Geigy' one side

Indications Rheumatic conditions, bursitis, synovitis, sprains, fractures, inflammatory ocular diseases, inflammation after operations, superficial thrombophlebitis, prolapsed internal haemorrhoids, acute gouty episodes

Contraindications Cardiac, renal or hepatic damage, including recent hepatitis; history of peptic ulceration; known sensitivity to pyrazoles; blood dyscrasias

Dosage Adults: 2 tablets 2 or 3 times daily with food for two or three days initially. Maintenance, 1 tablet 3 or 4 times daily. Children: 5-10mg per kg, eg 1 tablet daily at 7 years, 2 tablets daily at 12 years

Precautions May potentiate coumarin type anticoagulants, certain hypoglycaemic agents and sulphonamides

Side effects Gastric irritation, oedema due to sodium retention, drug rash, hepatitis and salivary gland swelling have been reported. Agranulocytosis, aplastic anaemia and thrombocytopenic purpura occur rarely

Storage Protect from heat and moisture

Packs 100 tablets (£2.33, trade); 500 tablets (£10.91 trade)

Supply restrictions P1, S4B

Issued July 1973.

New products and packs

Cosmetics and toiletries

Vivaldi from Cyclax

Cyclax have introduced a new fragrance to their range, Vivaldi, which they describe as the "fragrance of freedom" with jasmine and rose florality on a mossy, woody background and an added touch of spice.

The Vivaldi fragrance will be available as 18cc parfum concentrate (£4.20), 26g spray Cologne (£1.10), 52g spray Cologne (£1.85), 118cc Cologne splash (£1.90), 118cc hand and body lotion (£0.80), 70g body talc (£1.00), 118cc moisturising bath oil (£1.70), 142g dusting powder (£1.95) and 3½oz bath soap (£0.45).

Packs are triangular with an embossed oval of flowers on all sides and the colouring is in green, yellow and rust. The bottles are tall and round with silver caps to contrast with the packs and will be available for sale from August/September (Cyclax Ltd, 65 South Molton Street, London W1Y 2BS).

Bath and shower gel

From Helena Rubinstein comes Apple Blossom bath and shower gel which, as the name suggests, can be used either all over the body before stepping under a shower or in the bath for a bubbly effect. The emollient gel is particularly recommended for holidays after sunbathing as a body shampoo. Presented in a 130cc plastic bottle (£0.95).

Also from Helena Rubinstein is Apple Blossom double perfume mist (£0.85) which has been introduced just for the summer months in this special size. Apple Blossom talc (£0.68) has also been introduced for the summer months in a special large size (Helena Rubinstein Ltd, 31 Davies Street, London W1Y 1FN).

Eyeshadow with a twist

Maybelline are launching Powder-Twist in August, automatic eyeshadow which is said to pre-measure the correct amount of powder eyeshadow—at a twist—onto the specially designed pillow wand applicator (£0.55). Powder-Twist will be available in blue, brown, green, frosty lilac, frosty pink and frosty white shades and will be presented in a colour-matched barrel with a white top.

An advertising campaign supporting the product begins late August and will include television commercials in the London, Southern and Granada areas (White Laboratories Ltd, Penarth Street, London SE15 1TR).

Gems from Gala

Eye Gems (£0.38) from Gala can be used for highlighting browbones or alone as a soft sheen of colour on the lid. Available

in nine shades: Amethyst, raw silk, rose, turquoise, moonglow, magnolia frost, olive, sapphire and cinnamon frost (Gala of London Ltd, Hook Rise South, Surbiton, Surrey).

Now Badedas talc

Cussons are increasing the Badedas range with the introduction of Badedas après bath talc which is available in 100g (£0.55) and 200g (£1.00) containers (Cussons Sons & Co Ltd, Kersal Vale, Manchester M7 0GL).

Country Harvest

Jean Sorelle have recently added the English Country Harvest range of bathtime products to their collection. The choice of fresh green, yellow and orange pack colours emphasise the "natural appeal" of the products which are available in three variants: mint, oatmeal and honeysuckle.

The range comprises mint bubble bath (£0.45), honeysuckle bath oil (£0.45) and herbal bath salts (£0.50) all of which are presented in attractive storage jars; a single round tablet bath disc (£0.18), three tablet box (£0.54) and soap-on-a-rope (£0.45) (Jean Sorelle Ltd, 117 Great Portland Street, London W1N 6AH).

Stretch-mark prevention

Prenatol, a cream for the prevention of the stretch marks which occur in pregnancy has been developed at the Mother and Child Research Laboratories Ltd, a division of Helena Rubinstein. According to the makers, the cream's high amino acid content compensates for a deficiency in stretched skin, of the protein components of collagen necessary to maintain elasticity.

Non-greasy and non-allergenic, Prenatol should be used as early in pregnancy as possible and continued for 2 months after the baby is born. The makers also claim that the cream relieves the acute abdominal irritation often experienced in the later stages of pregnancy and contains no substances likely to be absorbed into the maternal blood stream to affect the foetus.

Available to all Boots branches (from August 1 and other outlets by mid-September, a 4oz jar (48p, trade) gives approximately 30 applications (Mother and child division, Helena Rubinstein, Central Avenue, West Molesley, Surrey.)

Cardinelli false nails

Cardinelli have introduced a range of false finger nails (£0.66) under their Hoodwinks banner. Presented in a yellow and brown wallet, the nails are available in two styles, slimline and natural and in a choice of three colours pearl pink, clear and platinum.

Included in the pack are six extra nails, adhesive and release solvent together with



an instruction leaflet (Cardinelli Ltd, 339 Green Lanes, Haringey, London N4.)

Light conditioner

Schwarzkopf have now added a new product to their range, Corimist Regular Care creme rinse. This is a light conditioner developed for use after every hair wash in conjunction with the Corimist Deep Care conditioner—according to the degree of dryness of the hair.

The company recommends the use of Corimist Deep Care conditioner after every shampoo if the hair is "extremely dry". If hair is medium dry, they advise the use of Corimist Deep Care conditioner every fourth shampoo, and new Corimist Regular Care creme rinse after each other shampoo. If the hair is dry to normal Schwarzkopf recommend Regular Care creme rinse after each shampoo, which they say is particularly effective for long hair with split ends.

Corimist Regular Care creme rinse is available in two sizes, a 33 cc phial containing enough for two applications (£0.12), and a 125 cc bottle (£0.36) (Schwarzkopf Ltd, Penn Road, Aylesbury, Bucks).

Diagnostics

Australia antigen antiserum

A new antiserum for use in diagnostic tests for Australia antigen, which is associated with serum hepatitis, has been launched by Wellcome Reagents Ltd. The antiserum has a high titre level and can be used in a variety of diagnostic techniques for screening sera and blood products for the presence of serum hepatitis virus (Wellcome Reagents Ltd, Wellcome Research Laboratories, Langley Court, Beckenham, Kent).

Ravina
make
a stand...



Ravina make a stand for better customer presentation.

On our new superb gilt wire and perspex point-of-sale unit – in a space only 18 inches wide by 8 inches deep you can now show Ravina hair decorations and hair care products to your best advantage.

No cumbersome revolving floor unit, just a compact single-sided stand.

You can't fail to sell and fast – don't forget – replacement and new lines from our extensive range are available through your wholesaler.

Oh ! We almost forgot – **the stand is free** – just order the S21 selection and the stand, complete with items, comes ready for you to place straight on wall, shelf or counter – you only buy the goods, the stand is free !





Now Badedas is Talc think what'll happen

You know what Badedas bath gelee has done for your profits. Well, now we're introducing Talc—and together they'll make Badedas the universal gift.

Badedas Talc is all set for the same kind of success you've come to expect from Badedas, too. Especially when you consider that 75% of all talc is used immediately after a bath.

Stock up now and let it happen.



Promotions

Airfix posters offer

Smith & Nephew's Elastoplast Division have launched a consumer promotion aimed at children offering an exclusive selection of posters at 30p each and a set of four for £1.00. The offer is available on all flashed tins of Airstrip and Fabric dressings in the Elastoplast range, and the posters on offer are: Jaguar Fighter Plane, Wellington Bomber, Apollo Module and Kentucky Beauties.

Consumers who send off for a poster will automatically qualify to enter a simple competition in which 1,000 Airfix model kits will be given as prizes. In addition, trade customers will receive Airfix model kits on quantity orders.

The specially flashed packs are now being sold into chemist and grocery outlets and the promotion will close on September 18 (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.).

Schick relaunch campaign

The latest James Bond film "Live and Let Die" is the theme of a new promotional campaign supporting the re-launch of the Schick Injector Razor System with ten Injector blades, in a new red and black pack at a recommended selling price of 90p.

Schick say they have obtained exclusive rights to feature and promote shaving products in the film and James Bond, played by Roger Moore, is featured shaving with a Schick Injector razor. To coincide with the launch of the film, Schick are mounting a free consumer mail-in offer of the paperback "Live and Let Die" (value 30p) and an exclusive 20in x 30in James Bond poster (value 75p). In addition, the new razor packs containing 10 injector blades are flashed with a "half price" introductory offer.

To merchandise the offers at point-of-

sale, there's a pre-packed display unit containing half a dozen razor packs, a free copy of the paperback "Live and Let Die", plus a dispenser filled with consumer application leaflets for the offers. Closing date for the offer is March 1974. Open stock of the "half price" offer packs and the pre-packed display unit will be available nationally as from July 9.

Over a six-month period, Schick will be spending a national equivalent of about £500,000 per annum in the London TV area only. The commercial will appear for the first time in mid-July, after the London world premiere of the film. (Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants.).

Towel offer from Remington

Remington are offering Christy towels at a discount to all purchasers of the Remington Family Hairstyler or the Hot Comb for Men until December 29. A range of towels in three sizes and three colours is available, and they can be purchased singly or as a set. Prices of the individual towels are: hand towel £0.95, worth £1.20; bath towel £1.40, worth £2.15; bath sheet £2.75, worth £4.00. The three can also be purchased for only £5.00 giving a saving of £2.25.

Retailers will be supplied with special point of sale units each of which displays a Hairstyler and a free sample Christy towel (Remington Electric Shaver Division, Sperry Rand, 7 High Street, New Malden, Surrey KT3 4DL).

Consumer offers

A free "Concise Book of the Home," retail value 30p, is offered to purchasers of two medium or large bottles of Loxene shampoo (Reckitt & Colman Toiletries Division, Sunnydale, Derby).

5p off the larger size of Nivea liquid and 2½p off the smaller size (Southall Sales Ltd, Surbiton, Surrey).

Counter sell-out unit

Roger & Gallet have designed a counter sell-out to hold a selection of their perfumed luxury soaps. It is 13½ in in height, 15½ in wide and has a depth from front to back of 10½ in. Each sell-out will contain 25 boxes of toilet soap packed 3 to a box, and 16 single tablet boxes of bath soap in the assortment of fragrances specified by each customer (Roger & Gallet Ltd, 16 Lettice Street, London, SW6).

"Scare that spot"

Valderma balm has launched a new advertising campaign aimed at convincing users and non-users alike that Valderma balm and soap, when used together are a "highly effective treatment for spots and pimples".

A theme of the campaign will be "Scare a Spot Tonight", which uses a modern approach pictorially to highlight the emotional subject of skin care, and yet "retain strong credibility and authority". The advertising is planned to reach more than 80 per cent of women between the ages of 15 and 30. Whole and half page full colour insertions will be used in women's magazines including *Woman's Own*, *Mirabelle*, *19*, *Jackie*, *Honey*, *Love Affair* and *Nova*.

The campaign, featuring the Valderma range of products, commenced in June and runs through to November. Point-of-sale material has also been produced in the Valderma blue, incorporating a cosmetic make-up mirror, which, when dismantled, the re-



tailer can retain for his own personal use or sell in his shop (Reckitt & Colman Toiletries Division, Sunnydale, Derby).

Lipsaver display sign

Menley & James Laboratories have introduced a new piece of point-of-sale for Lipsaver, the fruit-flavoured lip moisturiser.

The circular sign slots into the top of the gravity-fed display unit already in use, and emphasises the fact that Lipsaver protects against burning summer sunshine as well as against cold winter winds. The sign, showing a large yellow sun on a white background, carries the message: "Lipsaver—flavoured lip moisturiser with special sunscreen. Wear a smile all summer." (Menley & James Laboratories, Welwyn Garden City, Herts.).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; = Eireann; CI = Channel Islands.

All Fresh: All except E, CI

Anadin: All except Sc, G, E

Aquafresh toothpaste: Y, WW

Beecham tablets: M

Black Knight hairspray: All except E

Brylcreem: All areas

Close Up: All except E

Cool: All areas

Crest toothpaste: Y

Harmony Protein Plus shampoo: All except E

Head & Shoulders: All except E

Kodak: All areas

Macleans indigestion remedy: Ln, M, Y, NE, WW, So, A, We

Macleans white fluoride: Ln, So, A

Optrrex eye lotion: All except U, G, E, CI

Phensic: Ln, Lc, Y, NE, A, U, M, WW, So

Rinstead: WW

Silvikrin hairspray: All areas

Silvikrin shampoo: All areas

Sunsilk hairspray: All areas

Sunsilk shampoo: All except E

Sure: All except E

Three Wishes: So

Uvistat-L for lips: M

Uvistat sunscreen cream: M

Vaseline Balanced Care hairspray: All areas

Zoflora: Lc, Y, NE, U



You'll make a tidy profit with Philips Flashpack Tidy Box.



You just can't lose with Philips Flashpack. Each one contains a carefully balanced selection of fast-moving Photoflux Flashcubes and Flashbulbs, which will brighten up your sales in a flash.

You'll also get this handy tidy box in tough plastic as a bonus. So, you'll really clean-up with Philips Photoflux this year.

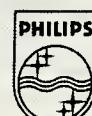
Make sure of your Flashpack Tidy Box - place your order right away.

Your Flashpack Tidy Box contains:
 30 Magicubes (120 flashes)
 30 PFC4 Photoflux Flashcubes (120 flashes)
 30 PF1B Photoflux Flashbulbs
 50 AG3B Photoflux Flashbulbs

Plus some copies of the Philips leaflet 'Snap it's easy' and a leaflet dispenser.

We want you to have the best.

PHILIPS



Comment

Keeping abreast

The American Pharmaceutical Association and the American Association of Colleges of Pharmacy have agreed to form a joint Task Force on Continuing Competence in Pharmacy. It is a bold move, for the task force will consist of six pharmacists—and three members of the general public.

The objective will be to prepare a statement of basic principles and policies with respect to the continuing competence of pharmacists. This, it is believed, should assist the profession in planning and implementing programmes to assure the maintenance of professional competence.

The announcement of the setting up of the task force suggests these factors which influence the competence of professionals to practise: scientific and technological developments, the increasing number of persons seeking health care; the changing patterns and the management and delivery of health care; and a growing recognition of the need to protect the public from unqualified personnel.

In the development of the statement on principles and policies, the task force will be expected to seek observations and suggestions from pharmacy organisations, including those responsible for professional licensing, as well as from individuals and organisations in other health fields.

In initiating the project, the two sponsoring groups believe they are not only fulfilling the desires of the

profession, but also are meeting the needs of society.

In Britain, continuing education remains a hit-and-miss affair, despite the growing realisation that it is essential to any professional person. It is still left up to the individual or his employer to decide when to attend a course, and the "carrot" is usually financial—whether it be in the form of a subsidy or the prospect of a higher salary.

Thus it is those outside the profession who control the pace. The Pharmaceutical Society's Regions, with advice from the schools of pharmacy, have the task of organising courses, and many branches have been extremely active in this direction. But the profession learns little of any co-ordinated plan to ensure that the competence of those already on the register keeps pace with the changing pattern of practice for which the new graduate is being trained.

Such a plan is surely essential, and its development would presumably come within the terms of reference of the Society's Education Committee. But the subject might be given more weight were we to follow the lead of Irish pharmacy, where the Post Graduate Education Committee is clearly the focus for ideas and progress.

The US proposal to include lay members has little to commend it, however—except as a public relations exercise. It is fundamental to any profession's existence and independence that it should itself recognise the service it should be providing, and take steps to equip its members with the necessary expertise.

Post Scripts

A poet's vision

Going through some old files recently, Mr W. C. D. Bain (contributor of the article *C&D* June 30) came across three pharmacy student magazines from Robert Gordon's, Aberdeen, dated 1933. One of the poems they contained, contributed by "Anode", he felt was as true today as when first published. The following is an extract.

Simply this
I'm only a simple chemist
Nothing of Science I know,
I doubt the existence of Ether,
Or if there's peroxide in snow!

I've no conception of Ions,
Van't Hoff's equation's a sting,
I doubt the formation of Benzene,
And carbon all in a ring!

I've no time for reverse reactions,
I've no thought for fraction and light,
I doubt the effect of C_2H_5OH ,
On a chap on Saturday night!

I'm only a simple chemist,
E.M.F. is nothing to see,
I'm a stranger to fucus and strychnine,
A pig's stomach's a mystery to me!

I don't know the meaning of Legume,
Iodine value's a dream
I know not the effect of liquorice
On a mixture of acid quinine!

I'm only a simple chemist,
But this much do I feel
There'd be more premature angels,
If we weren't behind the deal.

'How many wives has your father?'

An account of African medicine, as practised by the native medicine man (babalawo) is given in the *African Journal of Pharmacy and Pharmaceutical Sciences*. The babalawo chats with his patient to put him at ease, and asks such questions as "How many wives has your father?" "How many friends have you?" "Who is your next-door neighbour?" Eventually he will know enough to guess that an associate's envy has caused the illness. The patient takes a concoction after an incantation has been recited.

The concoction is prepared usually by aqueous extraction of one or more plant materials with the addition sometimes of salt and other condiments. In many cases the extract is left in the open to ferment. The initiated babalawo chooses the materials by speaking to the bush plants whereupon those plants having the correct medicinal properties will show themselves!

For those wishing to conduct trials with these remedies, a recipe for calm against madness is given together with a translation of the incantation—all 67 lines of it!

We regret...

The publishers of *C&D* regret that production problems and postal delays have prevented subscribers receiving the *C&D* on

time. Strenuous efforts are being made to ensure the difficulties are overcome. The July Price List is also likely to be delivered later than planned. A freak storm damaged paper in transit causing a printing hold up.

Books

Evaluations of Drug Interactions 1973

American Pharmaceutical Association, 2215 Constitution Avenue, Washington, D.C. 20037, USA. 7 x 9in. Pp xxxii + 358 \$10.00

Designed to be used by all health care practitioners, this book is a new attempt to provide an authoritative assessment of drug interactions. The monographs were prepared by a scientific review panel, the members of whom were involved in 26 specific subpanels, and a similar practitioner panel. They were reviewed for content, accuracy and suitability for use.

Included in the book are 104 drug/drug interaction assessments in monograph form, 25 chapters of background information on interactions by pharmacological classes, tables of normal values, and an index by non-proprietary names of monograph title drugs. Each monograph has seven subdivisions: summary, related drugs, pharmacological effect and mechanism, evaluation of clinical data, clinical significance, recommendations, and references.

High Profits with High Potency Blakoe Vitamin E

Blakoe Vitamin E – attractively packed in convenient counter display outers – provides YOU with a fast selling, high quality product.

TRADE RETAIL

Blakoe Vitamin E (High Potency)	100 mg 100 tabs	70p	£1.10
Blakoe Vitamin E (Higher Potency)	200 mg 50 tabs	70p	£1.10
Blakoe Vitamin E (Higher Potency)	200 mg 50 caps	70p	£1.10
Blakoe Vitamin E (Highest Potency)	600 mg 15 caps	70p	£1.10
	32 caps	£1.43	£2.15



• Further information available from



Blakoe Limited,

229 Putney Bridge Road, London SW15

Roche—another week's grace for prices

Roche Products Ltd, agreed in the High Court on Tuesday not to raise prices—at any rate for the time being. The undertaking will remain effective until next Tuesday, when the Government's application for an injunction limiting the prices will be resumed.

In return for the undertaking the Government gave an assurance that, if it was wrong in making the order regulating prices and had to pay compensation, Roche would not be prejudiced. The Government offered its assurance while refusing to give an actual undertaking—the Crown never gave them and did not want to set a precedent by giving one now, Mr Justice Goff was told.

The judge said that next week he would hear legal argument about whether the Government ought to have interim relief until full trial of the action, without giving any undertakings on the question of compensation. Roche gave the undertaking as the judge was about to give judgment on the Government's claim for a temporary order stopping Roche raising its prices before next Tuesday's hearing. Earlier the company had refused to renew an out-of-court undertaking not to raise prices.

Could 'not contemplate' loss

Mr Kenneth Jupp, QC, for the Crown, had told the judge that on June 25—the day on which the Roche companies started legal proceedings claiming declarations that the Government's price restrictions were invalid—they wrote to the Government saying they intended to go back to charging their original prices for the drugs. This was because the restrictions were costing them £10,000 a day, a loss they could not contemplate continuing until the court's decision on their action. The companies offered to pay into a special bank account the difference between the original prices and those imposed by the Government, said Mr Jupp.

That offer did not give the Crown sufficient protection. If Roche increased its prices, then prices would go up to the public with chemists throughout the country having to pay higher prices and there would then be the problem of trying to "unscramble" those sales.

"Roche are threatening to break the law unless certain undertakings are given by the Crown. That, as a matter of public policy, cannot be countenanced", declared Mr Jupp.

As Mr Justice Goff was about to give judgment Mr Richard Yorke, QC, for Roche, said he had not actually "refused" to give the undertaking sought by the Crown. "Roche were forced to come here on this posture of apparent defiance be-

cause of the attitude taken by the Secretary of State", he said. "Roche are willing to give that undertaking if the Secretary of State will in any way agree to protect our position, if and when he turns out to be wrong".

If it was too difficult for the Secretary of State to work out a convenient undertaking today, Roche would agree not to raise prices so long as any undertaking the Secretary of State might give in the future were backdated to today, added Mr Yorke.

The Government began the proceedings on the ground that Roche's threat to raise their prices would be a breach of the Regulation of Prices (Tranquillising Drugs) Order, 1972, which came into force on April 23. The action is against Roche Products, its Swiss parent company, F. Hoffman La Roche AG, and Sapac Corp of Uruguay.

The Order was due to be considered in the Commons on Wednesday and in the Lords on Thursday.

In South Africa the Department of Health has asked the Price Controller to investigate the prices of medicines with special reference to the differences between them and those ruling in Britain. The Secretary of Health, Dr J. Beer said, an example of the sort of thing he was referring to was the selling price of one of the tranquillisers referred to by the British Monopolies Commission, which ordered its price cut to 25 per cent of its 1970 level. The chemists' price in Britain was about a third of that in South Africa.

Commenting on the Monopolies Commission's report the *South African Medical Journal* said in an editorial that pharmaceutical companies had to finance a great deal of research. However, there was a level above which profits became unreasonable. Constant vigilance was necessary and it was hoped the South African authorities would follow the British "good example"—"or better still, let us hope that the various firms who have local factories and marketing organisations will take heed and keep their own affairs in order without the need for outside pressure."

Figures sought by the Government of Roche's world-wide sales of prescription drugs and their research costs have now been given for the year 1970 in a confidential letter by the company's solicitors to the Department of Trade and Industry. It was the refusal of Roche to supply such information to the Monopolies Commission which led to the criticism of the company by the Commission and by Parliament.

Patents policy in India

A revision of the policy on foreign collaboration agreements relating to patented items was recently announced by the Indian Government.

All foreign collaboration agreements for items which are already covered by a patent in India would be permitted on the condition that the royalty payment for the duration of an agreement will also constitute compensation for the use of the patent rights until the expiry of the life of the patent. The Indian party would have the freedom to produce the item after the expiry of the collaboration agreement without any additional payment.

The franchise system in pharmacy—2

M. Feather and T. G. Booth, Pharmacy Practice Research Unit, Postgraduate School of Studies in Pharmacy, University of Bradford

The Canadian Restrictive Practices Commission inquiring into alleged loss-leading in the country in 1954, found that few examples referred to them proved to be sales below cost. They were usually instances of large retailers being able to obtain substantial quantity discounts and still being able to make a profit by selling at a lower price than a small retailer paid for his goods¹⁹.

Section 2 (4) of the Resale Prices Act 1964 allows a supplier to refuse to supply "on other grounds which, standing alone, would have led him to refuse those supplies". Concern has been expressed at the operation of agreements based on this clause and in October 1968 the then Board of Trade ordered a Monopolies Commission investigation²⁰. The Commission found that grounds which had been used for refusal to supply included, "no credit for poor risk customers". This could, for example, be applied to a new company, rapidly expanding via price cutting, which may suffer from a lack of liquid capital in the early stages of establishment. The supplier may suspect that the company's creditworthiness is doubtful, and may plead that this constitutes "other grounds, standing alone" for refusal to supply. However, if it can be shown that this opinion was based solely on the grounds that the dealer was a price cutter, involving low profit margins, then it would be illegal to withhold supplies. Either situation could be extremely difficult to prove and to sustain in law¹⁹.

Agreements

The Commission also examined exclusive agreements made by suppliers, based on—

- Minimum annual turnover or minimum amount supplied at one delivery to retailer and wholesaler.
- Supply to wholesalers and retailers with "some element of selection" eg only big retailers supplied.
- Supply to either retailers or wholesalers only.
- Exclusive agreements, where for example the supplier accepts restrictions which may require him to refuse to supply other persons or where territorial franchises are granted to selected wholesalers.
- Direct sales and mail order.

Specific complaints received against various industries were examined. Complaints under the second and third channels above were included in the investigation of "chemists goods" and it was reported that "some cosmetics were sold to selected retailers only". Evidence was taken from a number of bodies including the Association of the British Pharmaceutical Industry (ABPI) (for medicines), the National Phar-

maceutical Union, the Company Chemists Association Ltd (CCA), the Toilet Preparations Federation Ltd (TPF) and also from 15 separate manufacturing companies.

With regard to cosmetic and toilet preparations, the CCA, representing multiple chemists, stated that although some members of their Association had been refused agencies, "restriction to selected outlets is justified" in order to offer trained staff and a full range of products; it was suggested that the public would suffer if fast selling lines only could be stocked by retailers. They also reported that some wholesalers had refused to supply small uneconomic orders.

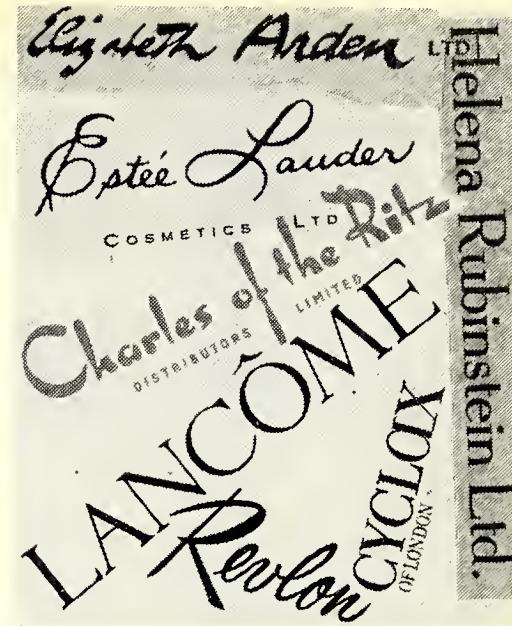
Restricted agencies

The NPU agreed with the CCA with regard to restricted agencies and did not consider that wholesaler's minimum order requirements were usually unreasonable. NPU Marketing Ltd, whose own brand was generally only available to members was "a defence against fierce price competition from supermarkets for traditional pharmacists' goods".

TPF distinguished two classes of product, (a) toiletries and (b) perfumes and cosmetics.

- (a) Toilet goods are more widely distributed since, it was claimed, "they are modest in price, serve the practical and psychological requirements of grooming and hygiene and are usually purchased on 'brand' not 'house' name."
- (b) Perfumes and cosmetics "require skilled and individual attention, careful storage and control. They are sold by 'house' name and thus retailers have to be chosen on their economic ability to stock full house ranges and their environmental facility to permit the necessary guidance by trained personnel". The present system was stated to be necessary to maintain quality in all price ranges, and to promote exports.

Companies reported that they sometimes restricted "toothpastes and other traditional chemists' lines" to chemists, "to retain their good will". They agreed with TPF with regard to both their defined classes and also included "geographical considerations" in that inability to train retailers' staff if goods were more widely available would lower the standard of service to the public. Health hazards such as allergies and skin problems needed to be guarded against. Untrained staff, and unsuitable image were given as reasons for not supplying supermarkets. In its report, presented to Parliament in July 1970, the Monopolies Commission recommended that Section 2(4) of the Resale Prices Act 1964 (exempting from the provisions of the Act a supplier who has "other grounds which standing alone



would have led him to withhold those supplies") should be deleted and that the necessary powers should be obtained for civil proceedings to be brought on behalf of the Crown under the Act, to be heard by the Restrictive Practices Court. They thought that this section of the Act had been used to influence resale prices even though the "reasons standing alone" were too weak and were being given exaggerated importance to discourage legal proceedings.

At present, the recommendations do not appear to have been implemented, but they may have some influence in the future.

The RESTRICTIVE TRADE PRACTICES ACTS 1965 and 1968 outlaw any agreements made between two or more persons producing, supplying or manufacturing goods, in respect of the prices they are to charge for goods, the terms on which they are to supply goods and the (classes of) persons and areas to be supplied. Agreements with respect to the quantities to be supplied and any terms or conditions upon which goods are to be supplied are also made illegal. Informal or "information" agreements were included by the provisions of the 1968 Act. Exemption may be claimed by a procedure of registration as for the Resale Prices Act.

The first decision of the Court, in 1958, was a judgment against the Chemists' Federation Agreement¹⁹.

The Restrictive Trade Practices Acts only apply to agreements between two or more manufacturers or suppliers and does not affect agreements between a single manufacturer or supplier and a single dealer.

The Monopolies Commission²¹ may be called upon to investigate conditions appertaining to goods (and services and mergers) where one-third or more of the UK production is in the hands of a single firm, or several firms who restrict competition between themselves.

In 1967 the Commission reported on baby foods²². Glaxo and Unigate were found to dominate the market, and their policy was to supply mainly through chemists, only a limited number of grocers being able to obtain supplies. This was found to operate against the public interest by causing inconvenience in areas where there was no retail pharmacy. It

Continued from p19

was not, however, considered that distribution through any class of retailer in *all* areas would be advantageous, since this might lead to higher prices.

The proposed takeover of Glaxo by the Beecham Group or its merger with Boots Co Ltd were found (in July 1972) to be likely to operate against the public interest,²³ and it was recommended that neither should be permitted. The Commission regarded the main issue to be the effects on research and development.

The retention of the Vestric wholesaling subsidiary of Glaxo, in the event of a merger taking place, was not regarded as being contrary to the public interest.

The benefits of the franchise system in general, to small firms, has been appraised by Hall²⁴, but it may prove difficult for the pharmacist to assess its value in a particular business. A discussion of the experience of South African pharmacists with respect to cosmetics' franchising in that country has been reported²⁵.

Since it would appear that for some time to come, the sale of non-medicinal goods is likely to form a vital part of chemists' trading activities²⁶, an examination of the role of franchising in helping the independent retailer to retain or increase his share of the cosmetics and toiletries market, may prove useful. Increasing competition has come from a number of sources.

Direct selling organisations (eg Avon, House of Romney) have rapidly established themselves in the cosmetics and toilet goods field. In 1970, 23 per cent of consumers purchased these products through the DSO system (see table II). Avon hav-

Table II Distribution of cosmetics 1970 (percentage of consumers)

Multiple chemists	24
Other chemists	28
Direct selling	23
Other outlets	25
	100

Source: Retail Business 167

ing doubled its sales of some types of cosmetics within five years²⁷. Since there has been little change in sales through stores, supermarkets, etc ("other outlets", table II), much of this expansion has been at the expense of retail pharmacy. Personal service is emphasised by the representatives of the DSO but this can be offset to some extent by staff training schemes provided by franchisors.

Advertising is widely employed by cosmetics companies to establish and maintain the "brand image" of their products (see table III). Successful promotion of a new product is costly²⁸ and the difficulty of competing effectively without considerable expenditure has been shown in the case of NPUM own brand products²⁹.

The representatives of direct selling organisations usually carry only a small stock for demonstration purposes and orders are taken for delivery later. The retailer must carry a more extensive range of stock as a franchised dealer, and this necessitates capital investment. The manufacturer may, by the issue of stock control cards and by advice from his repre-

Table III: Advertising expenditure in £'000

	1969	1970
Max Factor	154.1	137.6
Avon	229.8	213.1
Yardley	221.1	295.8
Rubinstein	92.3	121.8
Revlon	76.1	120.2
Coty	115.0	115.0
Endocil	56.5	107.9
Ponds	106.9	125.1
Studio	140.5	—
Rimmel	170.3	160.6
Others	2466.3	2091.3
Total	3,828.9	3,488.4

Source: Media Expenditure Analysis Ltd, monthly digest. (Product groups: Beauty preparations, face and hand creams, lipsticks, nail preparations, perfumes and toilet waters, only)

sentatives, help to ensure rapid stock-turn and eliminate "dead" stock.

Department stores have shown little change in their share of the market in recent years. More expensive cosmetics are usually stocked by these outlets, economy brands generally being left to the "variety" stores (eg Woolworth's, etc), who similarly have shown little change in market share⁵.

Multiple chemists account for a large proportion of total sales (table II). More recent reports have also emphasised the leading position held by the Boots Co Ltd^{29, 30, 31}. As a manufacturer as well as retailer, this company has an advantage in the production of "own name" branded products and bulk purchasing from other manufacturers. The financial resources available enable large scale advertising to be employed. Voluntary trading organisations also have the advantage of bulk buying power and this form of *wholesaler* franchising may help the small retailer to compete with larger companies.

In the UK many supermarkets tend to stock only the lower priced ranges of cosmetics. Manufacturers of higher priced cosmetics seem reluctant to supply supermarkets who usually only wish to handle a few, fast selling, popular lines, rather than a comprehensive range of products. A rapid increase in sales of cosmetics via supermarkets in other European countries has been reported however³², and this trend may be reflected in Britain in the future.

Discount stores specialising in cosmetics and toilet goods have recently become a feature of UK trading. In the US they have already become sufficiently important for 11 per cent of chemists' goods to be lost to them, and a similar effect is predicted for Britain³³. The cutting of prices by reducing profit margins, which is a feature of these stores may appear difficult to combat. It has, however, been suggested³⁴ that price is not an overriding factor to consumers, with regard to cosmetics and toilet products, and that higher prices tend, in this market, to be associated with prestige or quality. Most franchised cosmetics and toiletries are in the medium to higher priced ranges and profit margins²⁷ can usually be set at a sufficiently high level to make the stocking of a particular range a worthwhile venture.

Over-the-counter sales represent approximately half of chemists' turnover and cosmetics and toiletries account for an appreciable proportion of these sales. Few pharmacists would find that they were

able to survive on purely "professional" pharmacy. Entry of the UK into the European Economic Community may bring about the restriction to retail pharmacists of the supply of medicaments to the public, and also may restrict the goods in which a pharmacist is authorised to trade in his pharmacy. The Council of the Pharmaceutical Society accepted these two principles which were included in Draft Directive V of the Commission of the EEC³⁵. It now appears likely, however, that the Commission will reformulate its draft directives and the position is still unresolved³⁶. In other member countries there is variation in the professional and trading activities allowed at present. For instance, the sale of "hygiene and perfumery products which will come in contact with the skin or mucous membrane" is legally permitted in France³⁷. Until the final directives are agreed, it is difficult to forecast the possible effects upon retail pharmacy in the UK.

The franchise system enables the small retailer to take advantage of the franchisor's financial resources with respect to advertising and promotion, staff training schemes and stock control systems.

Control of the number of outlets for his product can be exercised by the franchisor. This effectively reduces competition for the franchisee. Any future resale prices legislation could make it difficult to maintain this position²⁰.

Whilst the present dependence on goods other than medicines still exists for the pharmacist, it is absolutely essential that he concentrates on at least maintaining his current financial viability. He must examine the margins available in order to produce an increase, in real terms, of sales value to match the inflationary cost of living.

Although this basic dependence may be a short term situation, in the light of the rapidly changing attitude of the government and of the public to retailing and to health services, the pharmacist should employ every merchandising technique available during the interim period. Undoubtedly he should consider the value of the franchise system of distribution, based on the data and discussion provided in this survey.

References and bibliography

- 19 Korah, V. *Monopolies and restrictive practices: Foundations of Law*: Penguin Education, 1968
- 20 Monopolies Commission, *Refusal to supply*: Cmnd 4372: HM Stationery Office, 1970
- 21 Monopolies and Mergers Act, 1965: HM Stationery Office
- 22 *Chemist & Druggist*, 1967, 187, 122
- 23 *Ibid*, 1972, 198, 113
- 24 Hall, M., *Committee of Inquiry on Small Firms: Research Report No. 8. The Small Unit in the Distributive Trades*: HM Stationery Office 1971
- 25 Pharmaceutical Practitioner, *Supplement of South African Pharmaceutical Journal*, 1970, 36 (7)
- 26 Sharpe, D., and Trotman, A., *VTO for Chemists*, N.P.U.: London 172
- 27 *Retail Business* 169, March 1972: Special Report No. 3: Cosmetics, Part 2
- 28 Wills, G., *Contemporary Marketing*, Pitman, 1971
- 29 *Chemist & Druggist*, 1971, 195, 36
- 30 *Ibid*, 1972, 197, 122
- 31 *Ibid*, 1972, 198, 227
- 32 Confact: Haarmann and Reimer, 1.71
- 33 *Nielsen Researcher*, Sept-Oct, 1970
- 34 National Board for Prices and Incomes, Report No. 113, *Manufactures Prices of Toilet Preparations*: Cmnd 4066: HM Stationery Office, 1969
- 35 *Chemist & Druggist*, 1972, 198, 726
- 36 *Pharmaceutical Journal*, 1973, 210, 1
- 37 *Ibid*, 1972, 209, 508
- 38 Value Added Tax: Cmnd 4621: HMSO 1971.

Make VAT earn its keep

**Lombard introduces
the first deposit scheme
specially designed
to help you make the
most of VAT**

When you open a VAT Deposit Account with Lombard North Central you earn a good rate of interest on funds set aside for your Value Added Tax commitments. The current rate of interest is 7½% p.a., calculated on the day-to-day balance, which is paid or credited half-yearly without deduction of tax at source. This interest helps to compensate for any additional administrative work incurred in collecting Value Added Tax and maintaining appropriate accounting records.

We provide you with a paying-in book enabling deposits to be made daily, weekly or monthly through any of our 100 branch offices throughout the country, or through any branch of any bank. There is no minimum amount required to open an account and as an additional service, we can help you by forwarding your Value Added Tax payments direct to H.M. Customs & Excise on receipt of your instruction. Fill in the coupon, or phone the Deposit Accounts Manager at 01-499 4111 for further details now.

To: The Deposit Accounts Manager,
Lombard North Central Limited,
Lombard House, Curzon Street,
London W1A 1EU.

Please send me further details about the
VAT Deposit Account

Name _____

Address _____

CD2

A member of the National Westminster Bank Group
Regd. in England 337004. Regd. Office: Lombard House,
Curzon Street, London W1A 1EU.

Lombard
North Central
Bankers

Hospital pharmacy forum

by a hospital pharmacist

Participation

The pharmaceutical session at the recent Royal Society of Health Congress was devoted to a consideration of the social consequences arising from the overprescribing and consequent hoarding of drugs (C&D, May 12, p627). Dr W. R. L. Brown, a hospital pharmacist, argued that one way to deal with the problem was to allow the pharmacist to "participate more intimately in the chain of communication between the doctor and his patient".

It must be presumed that what Dr Brown meant to suggest, but did not dare to say, was that the pharmacist who dispenses a prescription should be permitted to decide the quantity of medicine to be supplied to the patient. At present this decision is the absolute prerogative of the doctor. A prescription, as Dr Brown admitted, is an order and not a request, and by definition an order is a command issued to a subordinate by his superiors. A pharmacist is therefore legally and morally bound to carry out the prescriber's instructions to the letter and he has no authority to depart from them in any particular without first obtaining permission to do so.

Gulf

This master and servant relationship between doctor and pharmacist might have been justified a generation ago when pharmacy was very much a craft in which the necessary skills were acquired almost entirely by experience. There was also a sizeable gulf between the educational and social standing of the two professions. Most pharmacists accepted their subordinate status without complaint and were often quite proud to announce that prescriptions were "faithfully compounded" in accordance with the physician's instructions.

During the last two or three decades the situation has been completely transformed. The need for the traditional craft skills of the pharmacist has almost completely disappeared because most medicines are now prepared in the workshops and factories of the pharmaceutical industry and supplied to him as a finished product ready for issue to the patient. At the same time the standard of the pharmacist's professional education has been raised to a much higher level. For some years a degree has been the only route to the Register and pharmacists are no longer skilled craftsmen. They can now justly claim to be scientists with a specialist knowledge of the chemical, physical and biological properties of medicinal substances and it is not at all surprising that they should ask to participate more intimately in the chain of communication between doctor and patient.

Unfortunately Dr Brown, like so many of us, failed to spell out clearly what he meant by "more intimate participation". It

goes without saying that if there is to be an increase in the responsibilities of pharmacists there must be a corresponding decrease in those of doctors and that is a measure of the dilemma which faces pharmacy today.

In the Western world the doctor does not share his responsibility for the treatment of his patient with any other person, and even a proposal that pharmacists might be allowed to decide how much medicine was to be dispensed would receive a hostile reception from the organised medical profession. In such circumstances it is very difficult indeed to see just how pharmacists are to "participate more intimately".

It seems quite obvious that no real progress can be made until pharmacists them-

selves decide, and agree upon, their precise function as members of the health team. In other words we have got to define the nature of our expertise and so delineate the area in which we can expect, and perhaps even demand, to participate. The use of such expressions as "more intimate participation" may help to avoid controversy but they are no substitute for a clear statement of the aims and ambitions of today's graduate pharmacists.

Once such a statement has been drawn up and accepted by the profession the way would be open for meaningful discussions with the doctors, without whose help and co-operation nothing worth while will ever be achieved. Surprisingly enough very few of them indeed are yet even remotely aware that pharmacists are dissatisfied with their existing lot and in consequence their hammering on the gates of the medical fortress goes largely unheard and unheeded.

If active steps are not taken to give pharmacists more opportunities to use their specialist knowledge for the benefit of patients there can be no future for the profession, and the fact that women now make up more than half the undergraduate population of our schools of pharmacy is a sure indication that all is not well.

ASTMS assurances to Guild

The Association of Scientific, Technical and Managerial Staffs have given assurances on several important details to the Guild of Hospital Pharmacists.

At the recent Guild council meeting it was reported that the Guild could retain its name, have autonomy on professional matters, the conduct of disputes and editorial policy. It would continue to have sole responsibility for electing the Guild's representatives on the Pharmaceutical Committee "C". Subscriptions could be paid annually and centrally, and council would be serviced by full-time officers of ASTMS. Negotiations are continuing.

The Society's policy on the pharmaceutical advisory machinery for the re-organised health service in England is to be supported by the Guild. The council did not be made for Scotland in spite of Society's Scottish Executive for the advisory machinery for Scotland. The Guild would inform the Scottish Home and Health Department and the Scottish Executive that it agreed with the proposals for England and that Council could see no reason why similar arrangements could not be made for Scotland in spite of no Scottish regional tier or Family Practitioners Committees.

The Council were informed that the recent salary agreement was being referred to the Pay Board for ratification.

The treasurer expressed guarded confidence in the Guild's financial affairs except in the case of the Journal of Hospital Pharmacy. The editor explained that the advertising revenue was falling whilst production costs were increasing.

The arrangements for a function to be held in London in September to celebrate the golden jubilee of the Guild were agreed. The estimated cost was £150.

At the Guild's AGM the following were elected to Council: Mr C. Hitchings, Mr

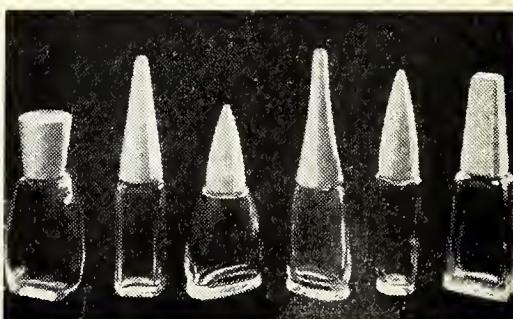
J. Hadgraft, Mr B. M. Smith, Mr C. Hetherington, and Mr Preston-Robinson. Mr K. Munns was elected district member for the south western district. Miss Greenleaf was co-opted.

Scottish hospital panel

□ An advisory panel of Scottish hospital pharmacists to "present a balanced opinion on the various problems of hospital pharmacy in Scotland to Guild Council" has been set up. The chairman is the Scottish district member, Mr Wozniak, and the secretary is Mr Shearlaw, the deputy Scottish district member.

Packaging

International Bottle Co, 140 Park Lane, London W1, are now able to offer a new collection of nail polish bottles and caps. The bottles come in a variety of shapes and capacities. All have 13mm and 15mm GCMI neck finishes. Minimum quantities are, at the moment, 50,000 pieces of any one line.



EXTENSIVE
**NATIONAL
ADVERTISING**
FOR
FAM-LAX
THE FAMILY LAXATIVE

**THE
FAST
MOVER**

IS TO
RECEIVE
EXTENSIVE
NATIONAL
ADVERTISING
DURING THE
SUMMER
MONTHS

OVER 52 ADVERTISEMENTS

WILL BE APPEARING EVERY WEEK DAY

DAILY EXPRESS

REACHING A HUGE
CIRCULATION OF
156,445,341

PLUS

125 ADVERTISEMENTS IN
PROVINCIAL PAPERS
THROUGHOUT THE COUNTRY



**DISPLAY
PACKS**

FOR BOTH
TUBES &
TINS

Available from your
Wholesaler or in case
of difficulty 'phone the
order department,
Bolton, to ensure
immediate delivery.

**STOCK
UP
NOW**



Roberts
Laboratories Limited

Burden Road, Bolton,
Lancashire BL3 2RB
Telephone: Bolton 32631

AVAILABLE NOW!

TOLLEY'S TAX TABLES
1973/74 Edition

The 1973/74 edition of these well-known Tables has been completely revised following the major changes to tax rates brought about by the Finance Act 1971 and Finance Bill 1973. Twelve different tables are now included covering income tax (basic and higher rates), investment income surcharge, grossing up tables, estate duty, corporation tax, and VAT.

Obtainable from leading booksellers or direct from the publishers.

Price 50 pence each (quantity discount terms for orders of 20 and over given on request)

To
TOLLEY PUBLISHING CO.
44A High Street, Croydon CR9 1UU
(A Division of Benn Brothers Ltd., Registered
Office 25 New Street Square, London, EC4A 3JA
Registered Number 51169C England)

Please send me copies of TOLLEY'S TAX TABLES 1973/74 edition for which I enclose a cheque for £

Please also send me details of the other Tolley publications and of the Tolley subscription service.

(signed)

NAME (block letters please)

.....

ADDRESS

.....

.....

Market News

MANY OILS DEARER

London, July 4: Nearly all essential oils are being quoted at higher levels due both to shortages of stocks and to international currency changes. The few which did ease namely Buchu, lemon-grass and patchouli, had previously recorded sharp rises so that any current reductions are merely an adjustment to a more realistic level. Camphor white oil is now considerably lower on spot than forward.

Crude drugs continued scarce and dear also during the week. Firmer were, aloes, Nigerian split ginger, lemon peel, pepper and cumin seed. Lower were buchu cinnamon bark, kola nuts and sarsaparilla.

Pharmaceutical chemicals

Calamine: BP £300.70 per 1,000 kg for 250-kg lots. **Calcium carbonate:** BP light £58.00 metric ton. **Cortisone acetate:** £0.25 per g. **Emetine:** 5-kg lots hydrochloride £285 kg; bismuth iodide £200. **Glycerin:** BP per metric ton—5-ton lots £234; 1-ton £237; £250-kg £243, in 250-kg drums. **Hydrocortisone:** Acetate or alcohol £0.25 g. **Mercury salts:** Per kg in 50-kg lots; ammoniated powder £5.15; oxides—yellow £5.90 and red £6.10, perchloride £4.30; subchloride £5.45; iodides £5.70 kg to 25-kg. **Mersaly:** Acid £15.75 per kg; sodium £21.50. **Paraffins:** (minimum 1-ton lots) liquid-BP £0.552 gal; light BPC 1963 £0.466; technical white oil WA23 £0.422; WA21 £0.477; Jelly-soft white BP £138 ton; yellow BP £103. **Physostigmine:** 100-g lots salicylate £0.69 per g; sulphate £0.88 g. **Pilocarpine:** 1-kg lots hydrochloride £95; nitrate £88. **Piperazine:** (Under 50 kg) adipate £9.963 kg; citrate £0.92½; hexahydrate £0.663; phosphate £0.02½. **Quinidine:** Alkaloid (10-kg lots) £54.20 kg; sulphate £52.75. **Quinine:** (Per kg in 85-kg lots) alkaloid £37.75; bisulphate £30; dihydrochloride £36.75; hydrochloride £36; sulphate £32.25; hydrobromide (10-kg) £36.90. **Salicylamide:** (Per metric ton) 5-ton lots £770; 1-ton £780, £710.

Crude drugs

Aloes: (metric ton) Cape spot £510; shipment nominal, Curacao £720; £660, cif. **Bay leaves:** £450 metric ton, cif. **Buchu:** Spot, £2.10 kg; £1.95, cif. **Camphor:** Formosan BP £2.50 kg spot. **Cinnamon bark:** Seychelles £400 ton, cif. **Ginger:** (ton cif) Cochin £300; Nigerian split £375; peeled nominal. Jamaican No. 3 £870, Sierra Leone nominal. **Gums:** Acacia nominal. Karaya No. 2 faq £23 cwt. **Tragacanth:** Nominal. **Kola nuts:** West African £95 metric ton, cif. **Lemon peel:** Spot £640 metric ton; £620, cif. **Menthol:** (kg) Chinese spot £6.50; shipment 6.30, cif. Brazilian spot £4.60; £4.90, cif. **Pepper:** (ton) Sarawak black £490, cif; white £725, cif. No spot offers. **Saffron:** Mancha superior £83 kg. **Sarsaparilla:** Spot: £1.25 kg; £1.19, cif. **Seeds:** (ton) Anise China star £175 duty paid; shipment £135, cif. **Caraway:** Dutch £1,500 metric ton, cif. **Celery:** Indian £320; shipment £320, cif. **Coriander:** Moroccan £105, cif. **Cumin:** Indian £375, cif. Chinese £360 metric ton, cif. **Dill:** Indian, for shipment £195, cif. **Fenugreek:** Moroccan £160, cif, nominal. **Mustard:** £60-£180 spot.

Witchhazel leaves: Nominal. **Waxes:** Bees; £800 metric ton, cif. **Candellia** £570 long ton spot; £545, cif. **Carnauba** prime yellow, spot £725; £675, cif; fatty grey £420; £375, cif.

Essential and expressed oils

Amber: Rectified £0.29 kg spot. **Anise:** No offers. **Almond:** Drum lots 0.61 kg. **Bergamot:** £11.50-£14 kg as to grade. **Birch tar:** Rectified £3.50 kg. **Bols de rose:** £7.00 kg, cif. **Buchu:** English distilled £180 kg. **Cade:** Spanish £0.50 kg. **Cajuput:** £1.20 kg on spot. **Camphor white:** Spot £0.60 kg; £0.65, cif. **Cananga:** Java £9.20 kg spot. **Caraway:** Imported £14 kg. **Cardamon:** English distilled £95-£120 kg as to source. **Cassia:** Chinese £2.90 kg spot. **Cedarwood:** Moroccan £1.60 kg. **Celery:** English £25 kg; Indian £18. **Cinnamon:** Ceylon leaf £1.45 kg, spot; £1.40, cif. Seychelles leaf rectified £3, cif. Bark, BP £2.20. **Citronella:** Ceylon spot £1.80 kg; £1.60, cif. **Clove:** Madagascar leaf £1.90 kg spot; £1.75, cif. English distilled bud £17.50. **Cod-liver:** BP in 45-gal lots £28.80 naked. **Coriander:** £8.10-£9.00 kg as to grade. **Cubeb:** English, distilled £17.00 kg. **Dill:** From £6.00 kg spot. **Eucalyptus:** No offers. **Fennel:** Spanish sweet £2.75 kg nominal. **Geranium:** (kg) Bourbon £17.50; Congo £14. **Ginger:** English distilled £45 kg; Indian £23. **Juniper:** Berry £3.50 kg; wood £0.55. **Lavandin:** £2.76 kg spot. **Lavender:** French from £4.75 kg. **Lavender spike:** £5.50 kg spot. **Lemon:** Sicilian £11.70 kg spot. **Lemongrass:** No spot offers; £2.35, cif. **Lime:** West Indian £7.45 kg spot. **Mandarin:** £5.85 kg spot. **Nutmeg:** (per kg) English distilled from West Indian £15.75; from E. Indian £13.55. Imported £5.70. **Olive:** Spanish £535-£545 metric ton, cif. Tunisian withdrawn. Spot £575-£585. **Orange:** Sweet £0.46 kg spot. **Palmarosa:** £7.20 kg spot; £7.00, cif. **Patchouli:** Spot £7.50 kg spot; £6.75-£7.50, cif. **Pennyroyal:** £2.75 kg on spot. **Pepper:** English distilled ex black £35.50 kg. **Peppermint:** (per kg) Arvensis Chinese spot £3.10; forward £3.10. Brazilian spot and cif £2.15. American piperata firm at £7.50-£8 spot. **Petitgrain:** Spot and cif £6.80 kg. **Plum:** Berry £5.30 kg; leaf £4.60. **Pine:** (kg) Pumillonis £1.75; sylvestris £0.51. **Rosemary:** Spanish £3.50 kg, spot. **Sage:** Spanish £3.10 kg. **Sandalwood:** Myaore £35 kg spot. **Sassafras:** Not offering. **Spearmint:** Chinese £7.00 spot; £5.75, cif, Nov-Dec. American £6.50—all per kg. **Thyme:** Red 65/70% £5.00 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

New officers

Pharmaceutical Society

East Metropolitan Branch and West Ham Pharmacists' Association: Chairman and president, D. F. Carruthers; vice-chairmen and vice-presidents, D. C. Evans, H. G. Pears; treasurer, Mrs D. Fuell; secretary, Mrs J. L. Noblett, 32 Egg Hall, Epping, Essex.

South East Metropolitan Branch and South East London Chemists' Association: Chairman and president, Miss P. V. Reynolds; treasurer, Mrs J. E. Hooke; vice-chairman and secretary, J. G. Sutherland, 119 Westwood Park, Forest Hill, SE23.

Swansea and West Glamorgan: Chairman, E. M. Williams; vice-chairman, P. H. Jenkins; secretary, D. E. Davies, 35 Upper Colbren Road, Gwaun-Cae-Gurwen, Ammanford, Carm. **West Hertfordshire:** Chairman, Mrs M. Benfield; treasurer, D. Blake; secretary, J. Robinson, 30 Catherine Street, St Albans.

West Kent: Chairman, Dr K. Wibberley; vice-chairman, Mrs M. R. E. Fleming; treasurer, Miss A. Walton; secretary, W. E. Walton, 26 The Ruffets, South Croydon, CR2 7LQ.

Pharmaceutical Committees

London: Chairman, A. D. Vaughan; vice-chairman, W. H. Jones; secretary, E. Weyman, 32 Chart Street, London N1 6EF.

Sport

Edinburgh Chemists' Golf Club. The winner of the outing over Haddington course on June 20 was W. Watson (12), 68, with W. Fenton best scratch.

Ulster Chemists' Bowling Association. The annual wholesale v retail match on June 8 at UTA green, Jordanstown, co Antrim, resulted in a victory for the wholesalers by 16 shots. Mr A. Steen, captain, received the cup on behalf of the winning team.

Irish Chemists' Golfing Society and Ulster Chemists' Golfing Association. Results of the annual outing were: Class 1: H. Mahaffy (U), (12) 39; J. Magee (6), 38; J. Campbell (U), 7, 37; T. Hogan (12), 36; Class 2: J. McCormick (19), 41; E. McKavanagh (U), (22), 37; P. P. Gray (15), 37; K. O'Dwyer (14), 34.

South London and Surrey Pharmacists Golfing Society. Results for the meeting at Betchworth Park, June 27 for the Swindells Memorial Trophy: 1, G. Roberts (11), 39; 2, E. Jobling (8), 33; 3, H. E. D. Wilson (12), 31. 14 and under, A. Reary (9), 29. 15 and over, K. Hutchinson (18), 28. Special, J. Searl (18), 28. 1st Nine T. Williams (20), 14. 2nd nine P. Thorpe (12), 15.

Coming events

Wednesday, July 11

Society for Drug Research, Imperial College of Science and Technology, London SW7, at 10 am. Symposium "Biochemistry and treatment of Depression".

Thursday, July 12

Croydon Branch, Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Speaker from the Flour Advisory Bureau on "Sensible slimming".

Leicester and Leicestershire Branch, Pharmaceutical Society, Friends' Meeting House, Queens Road, Leicester, at 3.30 pm. Afternoon meeting.

Nottingham Branch, Pharmaceutical Society, West Park Pavilion, Loughborough Road, West Bridgford, Nottinghamshire, at 8 pm. Summer evening meeting.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London, EC4A 3JA.

Telephone: 01-353 3212.

Headings All advertisements appear under appropriate headings.

Screen 100.

Situations vacant

Representative Vacancy

Stafford Miller Ltd. require an experienced chemist representative to call on chemists in an area comprising London North of the Thames and Herts. This is a well established territory and the post offers:

- * an attractive salary
- * Incentive Payment Plan
- * Free Pension Scheme
- * Group Life Assurance Scheme
- * Choice of Company Car
- * Usual expenses and allowances.

Applications invited from experienced representative. Residence on territory is desirable but not essential. Please write

The Sales Director,
Stafford Miller Ltd.,
166, Great North Road,
Hatfield, AL9 5JL.
Or phone during weekend
C. K. Banks, Field Sales Manager,
Brentwood 219803

LARGE CAPACITY sugar coating room requires first class leader. Salary at least £2,000. South London area. Box No. 2162.

COUNTER ASSISTANTS required for modern pharmacy in W.2. area. Please telephone 01-727 3448 or 01-727 4083.

Miscellaneous

BREAKING OR FLAKING NAILS ?
Try Coralie's 'HEALTHINALE'

42p from chemists or direct
46p including postage

THE HAND AND NAIL INSTITUTE
(Est. 40 years)
35 Old Bond St., W.1.
Tel: 01-493 7561

CHEMISTS

ALL WORK AND NO PLAY? . . . then how about a low cost, high profit making investment without tiresome stock, staff, debts or paperwork . . . all takings in CASH! . . . designed to fit quickly into a small space in your existing premises. A Mini Launderette . . . the perfect little 'money spinner' for ANYWHERE without a Laundry.

The Village Laundry Ltd.,
White Lion House,
White Lion Square,
Hatfield, Herts.
Telephone: Hatfield 67314

FASHION JEWELLERY

Jodez (Manchester) Ltd.
9 Sugar Lane & 34 Shudehill
Manchester 4 DEAnsgate 6565

Largest and most exclusive selection of Necklets, Brooches, Chainbelts, Dress Rings, Earrings (all types), Hair-Ornaments, etc. Limited quantity of clearing lines available, parcels from £5.00 and upwards.

WORKS MANAGER required in Devon

by a long established private Company, employing 100, and manufacturing medicated pastilles and lozenges. Must be M.P.S., have experience of multi-stage batch production and of the administration of quality control. He should preferably be between 35 and 45, have some work study and confectionery background and an interest in engineering. Salary negotiable. A challenging task with good prospects of promotion to the Board. Write, giving age and experience, to

Managing Director,
Ernest Jackson, & Co. Ltd.,
Crediton,
Devon.

THOS. GUEST & CO. LTD. Proprietors of "Sure Shield" range require a representative for the Midlands. Basic salary and commission. Pension scheme. Car provided. Apply: Managing Director, Carruthers St., Manchester M4 7HX.

Display £5.00 per single column inch, minimum 1 inch (1" x 1½"). ½ page (4½" x 3½") £45.00. ½ page (4½" x 7" or 10" x 3½") £80. Whole page (10" x 7") £140.00

Lineage £0.40 per line, minimum 5 lines @ £2.00.

Box Numbers £0.25 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

Copy date 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

Publication date Every Saturday.

Circulation ABC January/December 1972, 14,992.

Hospital appointments

ILFORD AND DISTRICT HOSPITAL MANAGEMENT COMMITTEE

GROUP PHARMACY DEPUTY CHIEF PHARMACIST V (GROUP)

Salary scale £1,920/2,430 p.a. plus £126 p.a. London Weighting. Applications to the Group Secretary, King George Hospital, Eastern Avenue, Ilford, Essex.

READING & DISTRICT HOSPITAL MANAGEMENT COMMITTEE

PHARMACY TECHNICIAN

(£1,041—£1,425) for post in new Pharmacies offering wide experience in all sections of the departments including Sterile Products Dept. and Quality Control Laboratory. Accommodation available. Further details from Mr. E. A. Burton, Group Pharmacist, Royal Berkshire Hospital, Reading. Tel. Reading 85111, Ext. 448, to whom applications should be sent.

WEST SUFFOLK HOSPITAL MANAGEMENT COMMITTEE

WEST SUFFOLK GENERAL HOSPITAL BURY ST. EDMUNDS

BASIC GRADE PHARMACIST

Applications are invited to work in the Group Pharmacy at the above hospital. An opportunity for the right person to work in excellent surroundings and in a new District General Hospital. Applications in writing to the Hospital Secretary with the names and addresses of two referees.

SENIOR PHARMACIST & PHARMACIST required for posts in new pharmacies serving mixed group of 15 hospitals. Experience in Ward Pharmacy Service, Sterile Products Dept and Quality Control Laboratory. Accommodation available. Further details from Mr. E. A. Burton, Group Pharmacist, Royal Berkshire Hospital, Reading. Tel: Reading 85111, Ext. 448, to whom applications should be sent.

Official appointments

SENIOR PHARMACIST HOME OFFICE, PRISON DEPARTMENT

Applications are invited from male or female registered Pharmacists aged 25 or over for appointment as Senior Pharmacist at Her Majesty's Prison, Holloway, London N7 and H M Prison, Wormwood Scrubs, Du Cane Road, London W12.

Salary scale £1689 to £2100 plus £111 per annum environment allowance. London weighting of £126 per annum is payable in addition. Starting salary above the scale may be allowed for previous National Health Service, Government Service or other comparable experience. Opportunities will arise for advancement to more senior posts.

A five day week is worked. The annual leave allowance is three weeks and 3 days rising to four weeks after ten years' total service, plus six public holidays.

Application forms obtainable from the Establishment Officer, Home Office, Prison Department (R 10/10 VDC), Portland House, Stag Place, London SW1.

For further information please telephone the Head Pharmacist, H M Prison Parkhurst: (Isle of Wight 3855). Closing date: 20 July 1973.

Classified advertisements

For Sale

CONTRACEPTIVES INTERNATIONAL

EROTEX	USA CREST
50 pkts. per box.	Gross Boxes.
French Ticklers	Congard
Colour Sex	Black Cat
High (Rough)	Tahiti
Naturform	Crest Forma
Specials	Crest Naturac
Long Love	JAPANESE
SWEDISH/DANISH	Seanes Skins
Profil	Sagami Wets

Add 10% VAT Sample pack £3.00 Add 10% VAT
 Warwickshire Supplies (DCD), Commerce House,
 Water Orton, Birmingham B46 1RR.

FOR SALE SCOTLAND

group of excellent retail
 pharmacies, total turnover
 £315,000. N.H.S. £175,000
Box No. 2163

Shopfittings

SHOPFRONTS and interior fittings
 by Chemist Specialists. WARWICK
 SHOPFITTING, 20 Rudd Street,
 London, SE18 6RS. Tel: 01-854
 0343.

Please mention
C & D
 when replying
 to advertisements

**Low Cost
 Unit
 Shopfronts
 600 Designs**

Take
 36
 Months
 To Pay

* In Anodised Aluminium
 * Built in illuminated signs
 * Available from stock
 * Installed in 2 Days
 on most sites
UNIT SHOPFRONTS LTD
 9 Aintree Road, Perivale, Middlesex
PHONE: 01-997-9943/7

Business for sale

DRUG STORE in West Country. Busy
 town centre. Excellent trading. Good
 lease. Apply Box L Kingscots, 18-20
 St. Andrew St. London EC4.

HEALTH FOOD. Drug store business
 for sale—with freehold—main road
 near Romford—Essex. Large shop—
 modern fittings. Living accommoda-
 tion large kitchen—2 bedrooms—
 B & W.C.—large lounge—garden.
 Turnover £10,500. No chemist oppo-
 sition in whole of district. Property
 and business £14,500 + stock (£1,800
 approx.) Please phone 01-534 3330.
 LATE EVENINGS Romford 48667.

Stocktakers

PHARMAKON SERVICES Chemists Valuers

We offer a personal stocktaking
 service coupled with the very
 keenest of terms. We invite you
 to ask for our lowest quotation
 without any obligation. Please
 write or telephone to:

63 Great George Street, Leeds 1.
 Telephone 443664

ASK THE Trade Valuers Institute for
 list of Members and be assured of
 competent Valuers. Prospective Mem-
 bers apply to T.V.I., 180 Main Rd.,
 Gidea Park, Essex. Romford 66466.

Wanted

WANTED: Surplus cameras, enlargers, cine-cameras and projectors, photographic equipment of every description. Surplus and outdated film and paper, large or small quantities. Phone, write or call. Spears, 2/10 Shudehill, Manchester M4 2AL. Telephone: 061-834 9432 (5 lines). Bankers: Midland Bank Ltd.

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies—Runs of drug drawers, shop rounds, jars, etc.—Telephone Ashstead (Surrey) 72319 or write Robin Wheeler, 'Maplehurst', Park Lane, Ashstead, Surrey.

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London, W.11. Tel: Park 3137-8.

ANY QUANTITIES of Scarlet Red BPC 54. J. M. Loveridge Ltd., Manufacturing Chemists, 6 Millbrook Road, Southampton.

Business opportunities

INTERNATIONAL PHARMACEUTICALS MARKETING AND MANUFACTURING GROUP WITH EXISTING U.K. INTERESTS

seeks

- ★ SMALL TO MEDIUM MERGER/PURCHASE PROSPECTS
- ★ NEW PRODUCT LINES TO BUY/TAKE ON ROYALTY/MARKET
- ★ TO NEGOTIATE RE ANY MUTUALLY BENEFICIAL PROSPECTS.

Principals may apply in confidence
 WRITE Box No. 2164

Agents

AGENTS

with established Retail Outlets

We act as Sole Distributors for Manufacturers of widely known Merchandise and would like to meet Agents who are interested in carrying a comprehensive range of High-Class Products.

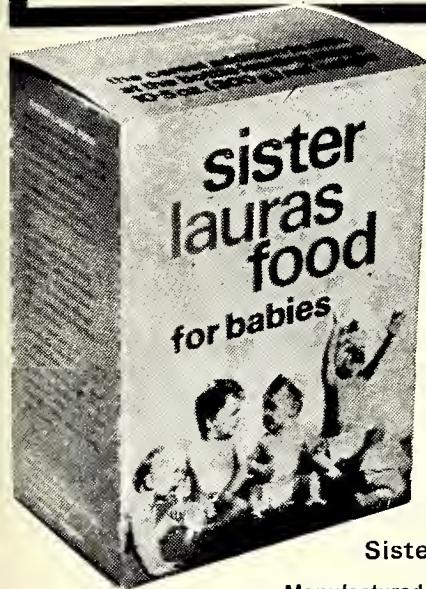
Apply Box 2161

Our address for Box No. replies is

**Chemist & Druggist
 25 New Street Square
 London, EC4A 3JA
 Tel: 01-353 3212**

When mothers of 'difficult' babies seek your advice... suggest

Sister Lauras



The simple cereal content is purposely NOT fortified with added minerals or vitamins therefore it can be given with 'other' foods, (this could give you even more profit!). A simple, honest food that encourages healthy babies, quiet nights, happy days. From all wholesale chemists.

sold only through chemists *

Sister Lauras food for babies

Manufactured since 1920 by Sister Lauras Infant & Invalid Food Co. Ltd., Bishopbriggs, Glasgow G64 1PF. Distributing agents for the Republic of Ireland, May Roberts Ltd., Grand Canal Quay, Dublin 2.

**A. NELSON AND COMPANY LIMITED,
73 DUKE STREET, LONDON, W1M 6BY**

Telephones 01-629 3118/3119/3205

Specialists in Homoeopathic Pharmacy

Automatic telephone answering service available when the Pharmacy is closed

FRILLY NYLON PANTS Plastic lined
FULLY FASHIONED BABY PANTS
Small, Medium, Large, Ex. Large, White and Colours
TIE PANTS Also

Cotsheets, Plastic bibs in plain and nursery print.
Made in England Samples and Quotations from:
A. & H. HEYMAN • HORNDALE AVENUE Tel.
AYCLIFFE INDUSTRIAL ESTATE, CO. DURHAM Aycliffe 3307

ORALCER

**SLOW RELEASE F
PELLETS FOR MOUTH ULCERS**

THE ONLY PELLETS WITH COMBINED
ANTIBACTERIAL & ANTIFUNGAL ACTION



ZUBES

ON TELEVISION

From **JULY to NOV**



OVER 240 COMMERCIALS

on
LONDON WEEKEND GRANADA YORKSHIRE HARLECH
ATV MIDLANDS SOUTHERN AND SCOTTISH TV



See your local
representative or write
to Roberts Laboratories Ltd.,
Burnden Road, Bolton, Lancs.

NAME _____

ADDRESS _____

Offer expires 18th August 1973

MAKE SURE YOU HAVE A GOOD STOCK OF ZUBES

18 million holiday makers will thank you for reading this advertisement.

That's how many suffered from sunburn on holiday in 1972 even though they may have used an existing suntan preparation.

Because until now there has not been a really effective sunburn preventative.

Now there is.

It is called Sylvasun.

Everyone has a natural skin protective reaction against the burning rays of the sun, but in many people it builds up too slowly to prevent burning.

Sylvasun are vitaminised tablets that help prevent the miseries of sunburn by speeding up the body's own natural defences against the sun.

When exposed to intensive sunshine, the skin responds to the ultra-violet radiation in two ways.

It produces the dark pigment, melanin, which shows as a tan, and it thickens itself into a more efficient protective layer.

The Vitamin A in Sylvasun accelerates this thickening effect, and the calcium ingredient indirectly promotes melanin formation.

As reported in the Practitioner in May 1971, Sylvasun has been successfully tested on 1600 BOAC/BEA airline employees.

Of those persons who had suffered severely or moderately from sunburn in the past, 90 per cent were improved after taking Sylvasun.

Additionally, Sylvasun has been used to good effect by a wide variety of sportsmen, including our Olympic athletes, the English World Cup Football team in Mexico, 1970, and the MCC teams touring abroad.

This year, so that these 18 million holidaymakers will know about Sylvasun before they enter your shop, we are spending more money advertising it on television than has ever been spent on a sun preparation before.

We're also taking full colour pages in holiday brochures.

And display material along with window and till stickers are all available.

And there are special bonuses which can give you a profit of over 50 per cent.

So your customers won't be the only people pleased that you've read this advertisement.



Sylvasun.
Helps stop you burning while you tan.

Chefaro Proprietaries Limited, Crown House, Morden, Surrey. 01-542 3402.